



U.S. Department  
of Veterans Affairs



National Cemetery Administration

A light gray map of the United States, including Alaska and Hawaii, serves as a background for the title text.

# **2019 National Cemeteries Satisfaction Survey**

**National Report  
August 2019**

---

August 2019

This report presents findings from the National Cemetery Administration's (NCA) 2019 Survey of Satisfaction with National Cemeteries, representing the nineteenth national administration of the survey.

The survey has been conducted annually since its inception in 2001.

This 2019 Annual Report includes two significant changes over previous years:

Firstly, the reader will notice a different format to this year's report. We have introduced color, a landscape view, new sections, and reporting insights.

Secondly, for the first time since the survey's inception, in 2019 we implemented a quarterly mailing of the next of kin survey rather than one annual mailing. As a result, NCA is surveying next of kin within three to six months of the interment.

The 2019 survey was sponsored by NCA's Office of Finance and Planning and conducted by Vistra Communications, LLC (Vistra), a communications strategy and professional solutions firm, under contract VA786-16-D-0173.

Sincerely,

The Survey Research Team at Vistra

---

<b>Executive Summary.....</b>	<b>4</b>
Report Overview .....	5
Highlights of Findings .....	7
<b>Overall Satisfaction Measures .....</b>	<b>8</b>
<b>Trust.....</b>	<b>18</b>
<b>Satisfaction with Information and Communication: Next of Kin.....</b>	<b>21</b>
<b>Satisfaction with Information and Communication: Funeral Directors .....</b>	<b>33</b>
<b>Satisfaction with Committal Service(s): Next of Kin .....</b>	<b>48</b>
<b>Satisfaction with Committal Service Scheduling and Staff Support: Funeral Directors.....</b>	<b>58</b>
<b>Satisfaction with Headstones, Markers and Columbarium Niche Covers: Next of Kin .....</b>	<b>71</b>
<b>Satisfaction with Cemetery Appearance and Visitor Accommodations.....</b>	<b>77</b>
<b>State or Tribal Veterans Cemeteries in Comparison to National Cemeteries: Next of Kin .....</b>	<b>83</b>
<b>Appendix A: Respondent Characteristics: Next of Kin and Funeral Directors .....</b>	<b>A-1</b>
<b>Appendix B: Methodology and Survey Instruments.....</b>	<b>B-1</b>
<b>Appendix C: Users Guide .....</b>	<b>C-1</b>
<b>Appendix D: Question Locator .....</b>	<b>D-1</b>
<b>Appendix E: Response Rates.....</b>	<b>E-1</b>
<b>Appendix F: Survey Results by Question .....</b>	<b>F-1</b>

---

---

## **Executive Summary**

### **SECTION DESCRIPTION**

- This section presents an overview of the contents of this report and key findings from next of kin and funeral directors who have had experiences at national cemeteries.

## EXECUTIVE SUMMARY: Report Overview

---

### Report Overview

Data for this survey was fielded to next of kin from October 15, 2018 to July 2, 2019, and to funeral directors from March 1, 2019 to July 2, 2019 at 128 active national cemeteries. Next of kin and funeral director mailing data were extracted from NCA's Burial Operations Support System (BOSS) database of interments. The survey was mailed to 52,082 next of kin who had interred a loved one during the time period of February 1, 2018 through January 31, 2019. The survey was also mailed to 12,610 funeral directors who had worked with national cemeteries during the designated time period.

In this report survey findings are presented in nine sections:

- The first section, **Overall Satisfaction Measures**, presents findings from survey items that provide information on next of kin and funeral directors' overall satisfaction with their experiences at a national cemetery. Responses are presented for all respondents, as well as for next of kin and funeral directors. Data for each District are presented for comparative purposes.
- The next eight sections present survey findings on specific areas of satisfaction for each patron group (next of kin and funeral directors). Each section begins with overall satisfaction measures within the content area, followed by responses to individual survey items. Data for each District are presented for comparative purposes.

Six appendices follow the main body of the report. They are:

- **Appendix A: Respondent Characteristics** – presents self-reported demographic information for next of kin and funeral directors in the respondent sample.
- **Appendix B: Methodology and Survey Instruments** – describes the methodology used to administer the survey. Copies of the 2019 next of kin and funeral director surveys are also included in this appendix.
- **Appendix C: Users Guide** – presents an explanation of how to read and interpret the graphs and tables used throughout the report.
- **Appendix D: Question Locator** – provides a reference chart that lists each survey item and the corresponding report page number where its survey data can be found.
- **Appendix E: Response Rates** – presents response rates for each national cemetery included in the survey.

## EXECUTIVE SUMMARY: Report Overview

---

- **Appendix F: Survey Results by Question** – is a new appendix that shows next of kin and funeral director survey results by question.

## EXECUTIVE SUMMARY: Highlights of Findings

Questions asked of all respondents unless designated NOK for Next of Kin and FD for Funeral Director.

OVERALL SATISFACTION		TRUST		CEMETERY APPEARANCE & VISITOR ACCOMMODATIONS	
Overall Experience	98.2%	Maintain as National Shrines	98.5%	Gravesite Appearance is Excellent (NOK)	96.9%
Quality of Service	96.8%	Honors all Veterans	98.5%	Upkeep is Excellent	97.1%
Courteous Staff	98.0%	INFORMATION & COMMUNICATION		Committal shelter was private, clean and free of safety hazards	98.4%
Professional Staff	97.3%	Satisfaction with Information Provided (NOK)	97.3%	HEADSTONES, MARKERS, & COLUMBARIUM NICHE COVERS	
Cemetery Appearance	99.0%	Top way to find out about benefits: Family member/friend (NOK)	56.1%	Satisfaction with length of time for placement (NOK)	93.7%
Recommend Cemetery	98.8%	Best way to convey Information: Newsletter/Flyer (NOK)	23.8%	Satisfaction with quality and appearance (NOK)	92.9%
COMMITTAL SERVICES		Satisfaction with Communication (FD)	96.1%	Accurate Inscription (NOK)	85.5%
Satisfaction with Committal Service (NOK)	96.2%	Characterize Communication as Good or Excellent (FD)	97.2%	STATE/TRIBAL VETERANS CEMETERIES IN COMPARISON TO NATIONAL CEMETERIES	
Ease of Scheduling Process (FD)	84.8%	Provides most information re: policies & procedures: VA/NCA Website (FD)	43.5%	Appearance compared favorably (NOK)	83.1%
Received the support needed from Cemetery Staff (FD)	98.0%	Best way to Communicate: Email (FD)	51.2%	Quality of Service compared favorably (NOK)	76.1%
Service is superior or better than Private Cemetery (FD)	70.0%			Honor of interment is equivalent (NOK)	43.2%

---

## Overall Satisfaction Measures

### SECTION DESCRIPTION

- This section presents survey findings from next of kin (NoK) and funeral directors (FD) on overall measures of satisfaction.
- Results are also presented for three strategic performance measures.
- Questions that were asked of both next of kin and funeral directors are presented together in All Respondents graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for next of kin, and the second is the question number for funeral directors.
- For comparative purposes, data for each District are also presented.
- Due to rounding, some percentages may not sum to 100%.



## Overall Satisfaction Measures

### Committal Service Attendance: Next of Kin

The majority of next of kin who completed this survey attended the committal service (90.7%).

Respondents who attended the committal service had a higher percentage of agreement for the strategic measure areas compared to respondents who did not attend the committal service. The p-values for the below four questions are significant at the .001 level.

NOK Survey Question Number <sup>1</sup>	Strategic Measure	ATTENDED COMMITTAL SERVICE <sup>2</sup> (n=21,981)	DID NOT ATTEND COMMITTAL SERVICE (n=2,254)	Overall NOK Agreement (%)
		Percent (%) Agreement	Percent (%) Agreement	
22	Satisfaction with length of time for product placement (n=22,208)	94.50%	91.79%	93.69%
37	Quality of Service (n=23,376)	96.95%	94.76%	96.80%
42	Overall Appearance (n=23,638)	99.07%	98.09%	98.94%
44	Recommend Cemetery (n=23,867)	99.05%	98.34%	98.99%

<sup>1</sup> The agreed category consists of the top two response options of the scale for the referenced survey questions. For Question 22, the agreed category consists of the "very satisfied" and "somewhat satisfied" responses. For all other measures (Questions 37, 42, and 44), the agreed category consists of the "strongly agree" and "agree" responses.

<sup>2</sup> The respondent's attendance at the committal service is not self-reported. Committal service attendance is recorded by the national cemetery and captured in the NCA database.

## Overall Satisfaction Measures

Question 37/30: The quality of service received from cemetery staff is excellent.



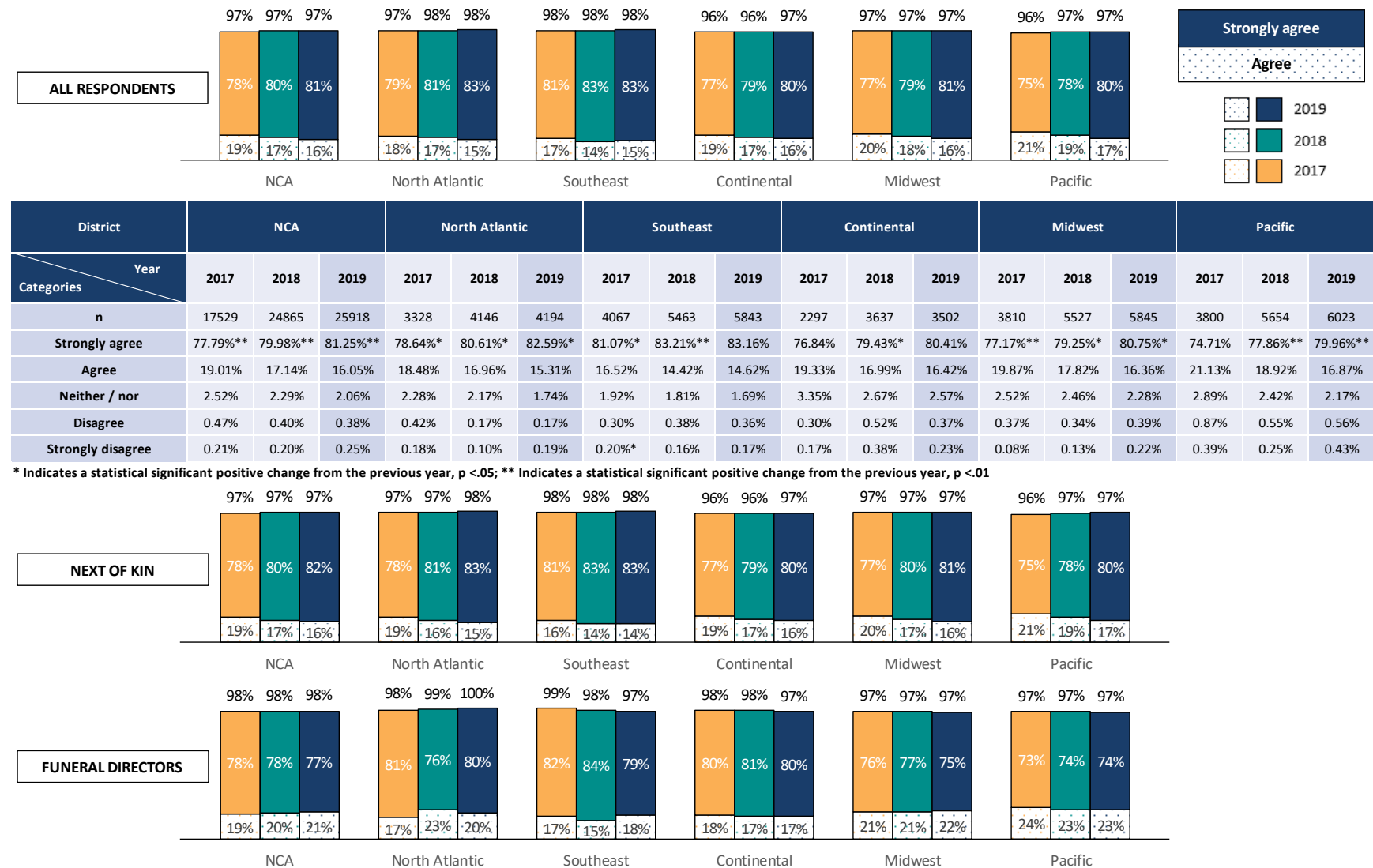
## Overall Satisfaction Measures

### Question 38/31: The national cemetery staff was courteous.



## Overall Satisfaction Measures

Question 39/32: The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive.



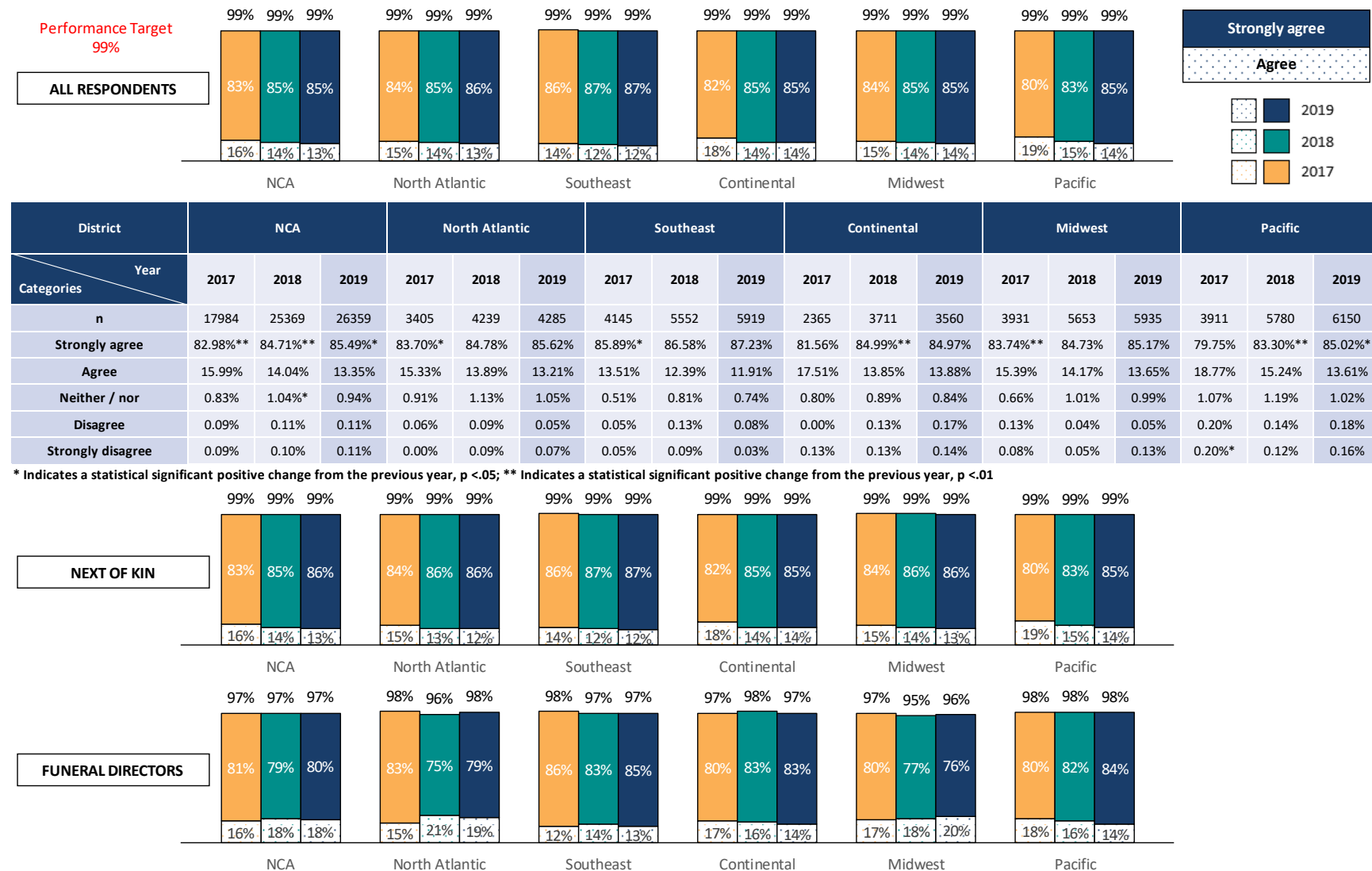
## Overall Satisfaction Measures

Question 42/35: The overall appearance of the national cemetery is excellent.



## Overall Satisfaction Measures

Question 44/37: I would recommend the cemetery to Veteran families during their time of need.



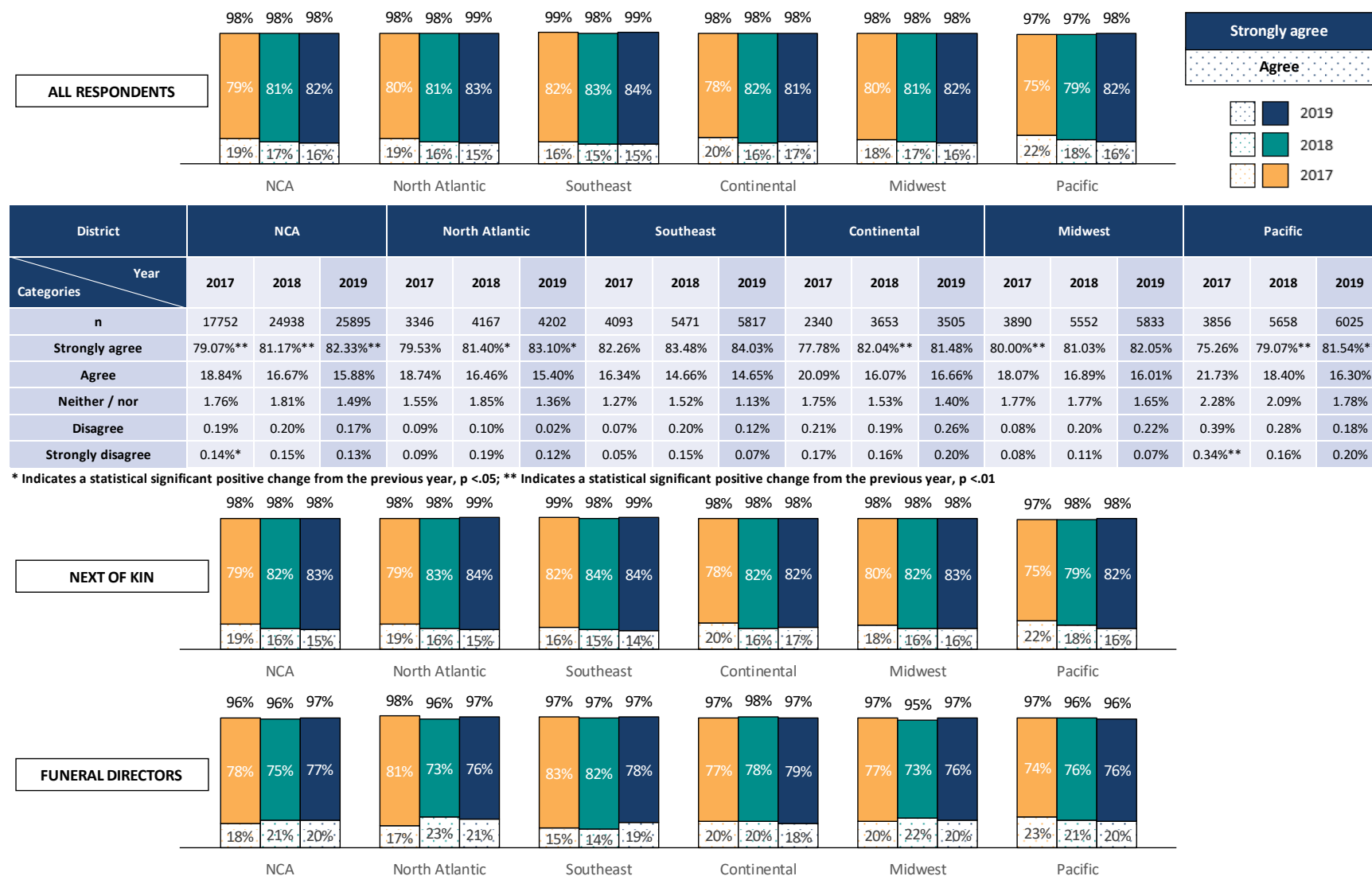
## Overall Satisfaction Measures

Question 43/36: Overall, I am satisfied with my experience at the national cemetery.



## Overall Satisfaction Measures

Question 45/38: I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.



\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$



## Overall Satisfaction Measures

Question 47/40: My experiences with the national cemetery exceeded my expectations.



---

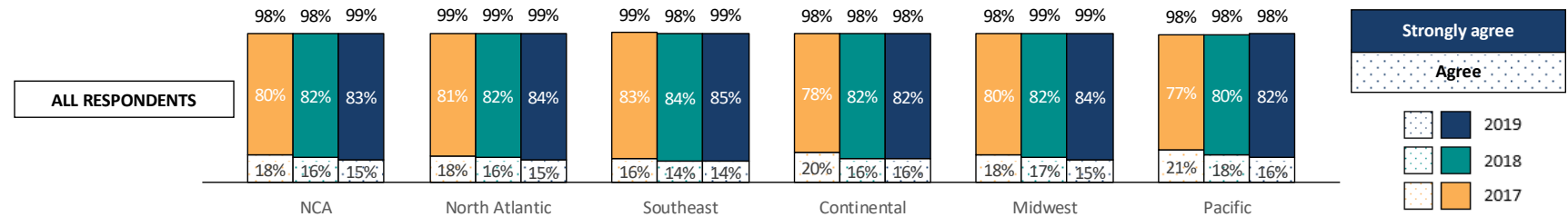
## Trust

### SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on their satisfaction with a national cemetery's commitment to maintain cemeteries as national shrines and to honor all Veterans such that NCA ensures that no Veteran ever dies.
- Questions that were asked of both next of kin and funeral directors are presented together in All Respondents graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for next of kin, and the second is the question number for funeral directors.
- For comparative purposes, data for each District are also presented.
- Due to rounding, some percentages may not sum to 100%.

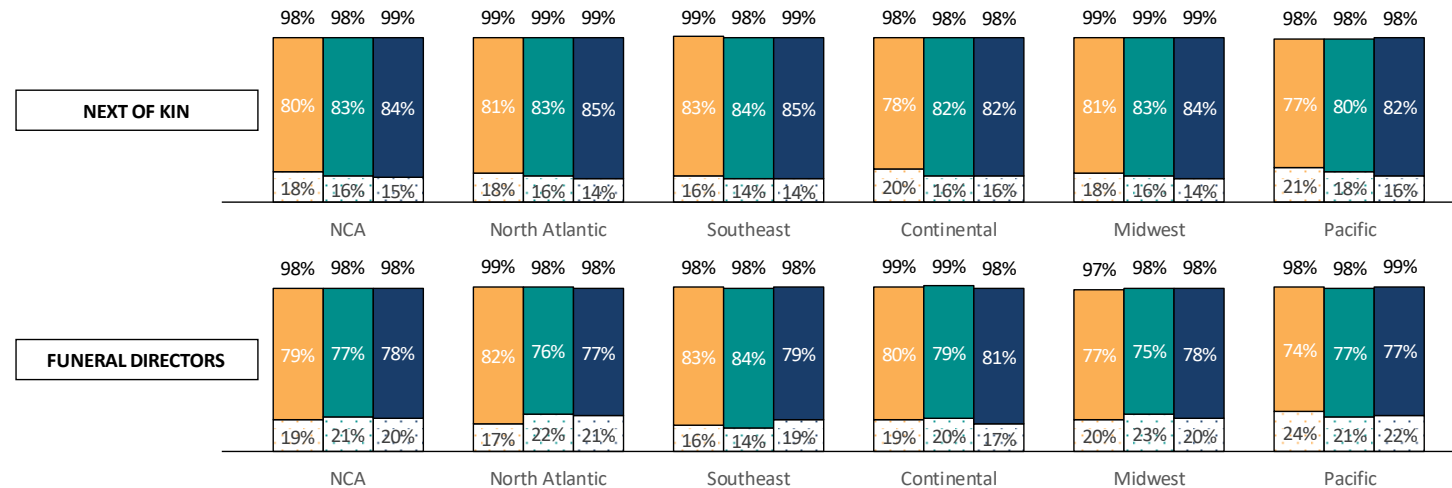
## Trust

**Question 46/39: I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future.**



District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	17896	25224	26188	3389	4210	4256	4108	5510	5893	2358	3709	3541	3925	5622	5896	3890	5737	6095
Strongly agree	79.96%**	81.93%**	83.13%**	80.88%**	82.42%	83.74%	83.15%**	83.96%	84.66%	78.37%	82.12%**	82.24%	80.43%**	82.21%*	83.62%*	76.50%	79.90%**	81.94%**
Agree	18.46%	16.48%	15.38%	17.76%	16.37%	14.90%	15.92%	14.45%	14.19%	20.02%	16.12%	15.93%	17.96%	16.56%	15.04%	21.29%	18.15%	16.31%
Neither / nor	1.32%	1.40%	1.28%	1.18%	1.05%	1.25%	0.83%	1.47%**	1.07%	1.40%	1.54%	1.38%	1.45%	1.10%	1.14%	1.62%	1.66%	1.49%
Disagree	0.15%	0.10%	0.13%	0.15%	0.07%	0.07%	0.05%	0.04%	0.07%	0.04%	0.08%	0.28%*	0.08%	0.11%	0.15%	0.39%**	0.19%	0.10%
Strongly disagree	0.10%	0.08%	0.08%	0.03%	0.10%	0.05%	0.05%	0.09%	0.02%	0.17%	0.13%	0.17%	0.08%	0.02%	0.05%	0.21%*	0.10%	0.16%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$



## Trust

### Question 35/28: The cemetery honors all Veterans and their service to our nation.



---

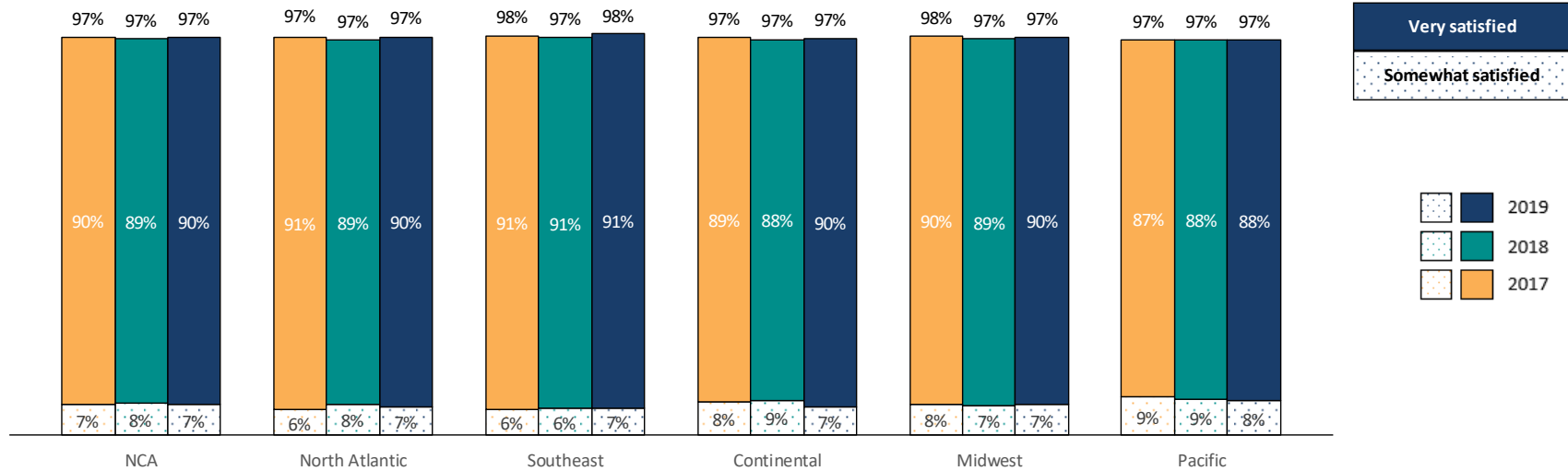
## **Satisfaction with Information and Communication: Next of Kin**

### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin on their satisfaction with the information they received throughout their experiences with the national cemetery where their loved one was interred.
- A measure of overall satisfaction with information and communication is presented first, followed by responses to individual survey questions.
- For comparative purposes, data for each District are also presented.
- Due to rounding, some percentages may not sum to 100%.

## Information and Communication: Next of Kin

**Question 8: Overall, how satisfied are you with the information you were provided throughout your experiences with the national cemetery?**

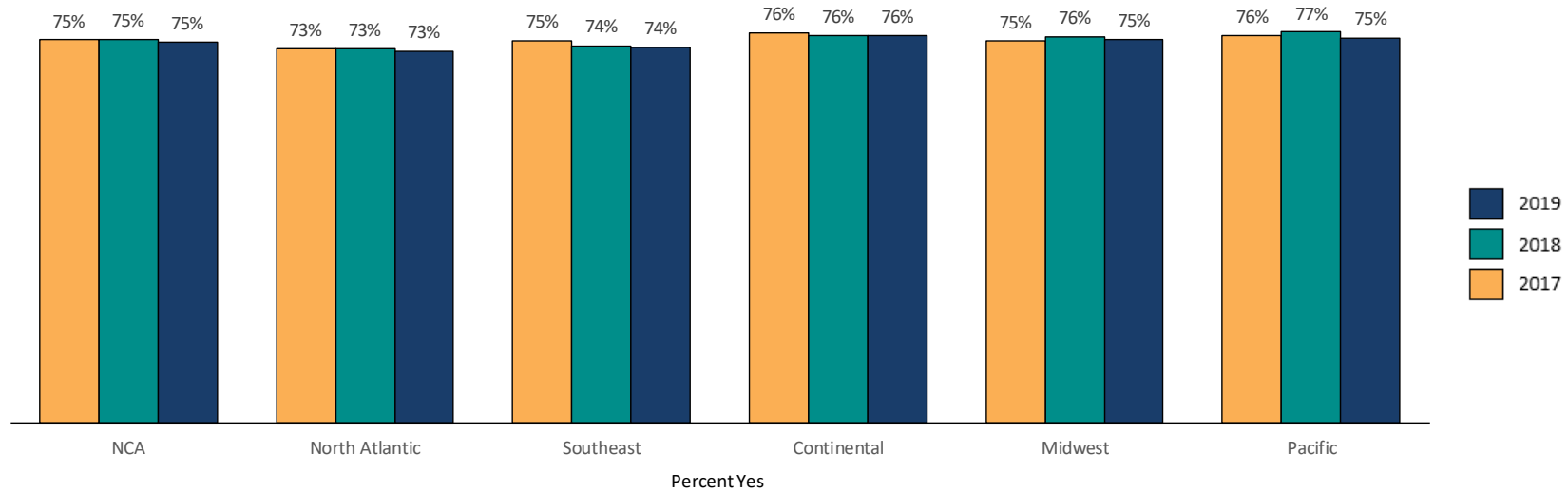


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	17044	22541	23719	3211	3704	3765	4032	5071	5489	2242	3343	3224	3680	4970	5283	3878	5453	5958
Very satisfied	89.82%**	89.14%	89.91%**	91.12%**	89.09%	90.46%	91.34%	90.71%	91.42%	89.21%	88.21%	89.92%*	89.97%	89.48%	89.85%	87.36%	87.99%	88.22%
Somewhat satisfied	7.45%	7.66%	7.34%	6.14%	7.51%*	6.91%	6.35%	6.47%	6.67%	7.98%	8.56%	7.01%	7.55%	7.32%	7.44%	9.26%	8.64%	8.34%
Neither / nor	1.84%	2.23%**	1.67%	1.99%	2.56%	1.73%	1.54%	2.01%	0.93%	1.96%	2.03%	2.17%	1.77%	2.25%	1.68%	2.01%	2.29%	2.03%
Somewhat dissatisfied	0.57%	0.63%	0.62%	0.56%	0.51%	0.48%	0.47%	0.41%	0.56%	0.58%	0.99%	0.56%	0.57%	0.56%	0.64%	0.70%	0.77%	0.77%
Very dissatisfied	0.32%	0.33%	0.46%*	0.19%	0.32%	0.42%	0.30%	0.39%	0.42%	0.27%	0.21%	0.34%	0.14%	0.38%*	0.38%	0.67%**	0.31%	0.64%*

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Information and Communication: Next of Kin

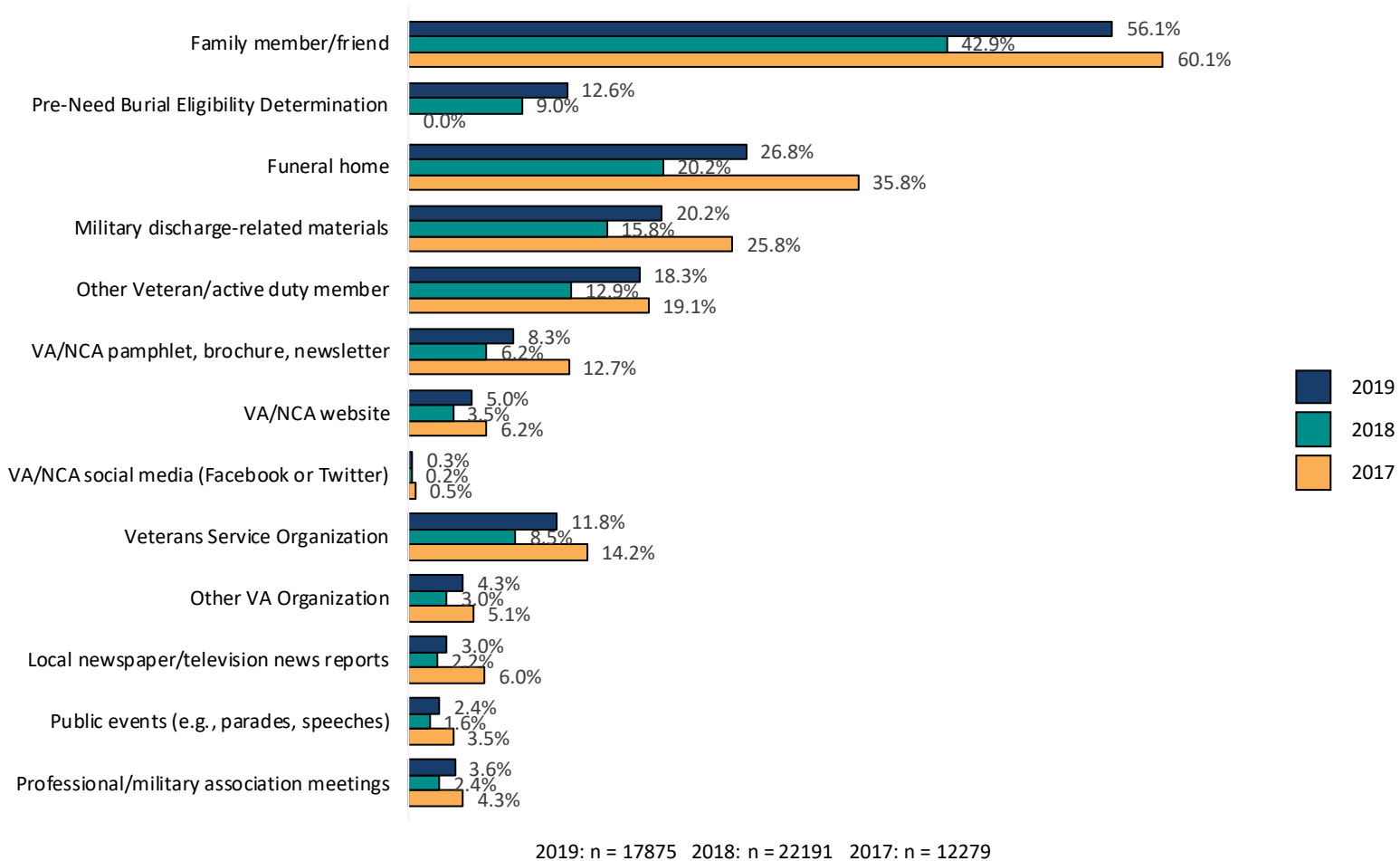
### Question 5: Prior to your time of need, were you aware of the benefits related to burial in a national cemetery?



District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	16811	22794	23980	3164	3737	3800	3976	5122	5529	2212	3386	3263	3628	5016	5347	3830	5533	6041
Yes	74.99%	75.10%	74.57%	73.26%	73.24%	72.82%	74.95%	73.90%	73.58%	76.45%	75.84%	75.88%	74.72%	75.58%	75.09%	75.85%	76.58%	75.43%
No	25.01%	24.90%	25.43%	26.74%	26.76%	27.18%	25.05%	26.10%	26.42%	23.55%	24.16%	24.12%	25.28%	24.42%	24.91%	24.15%	23.42%	24.57%

## Information and Communication: Next of Kin

**Question 6: How did you learn of these benefits prior to your time of need? (Mark all that apply)**



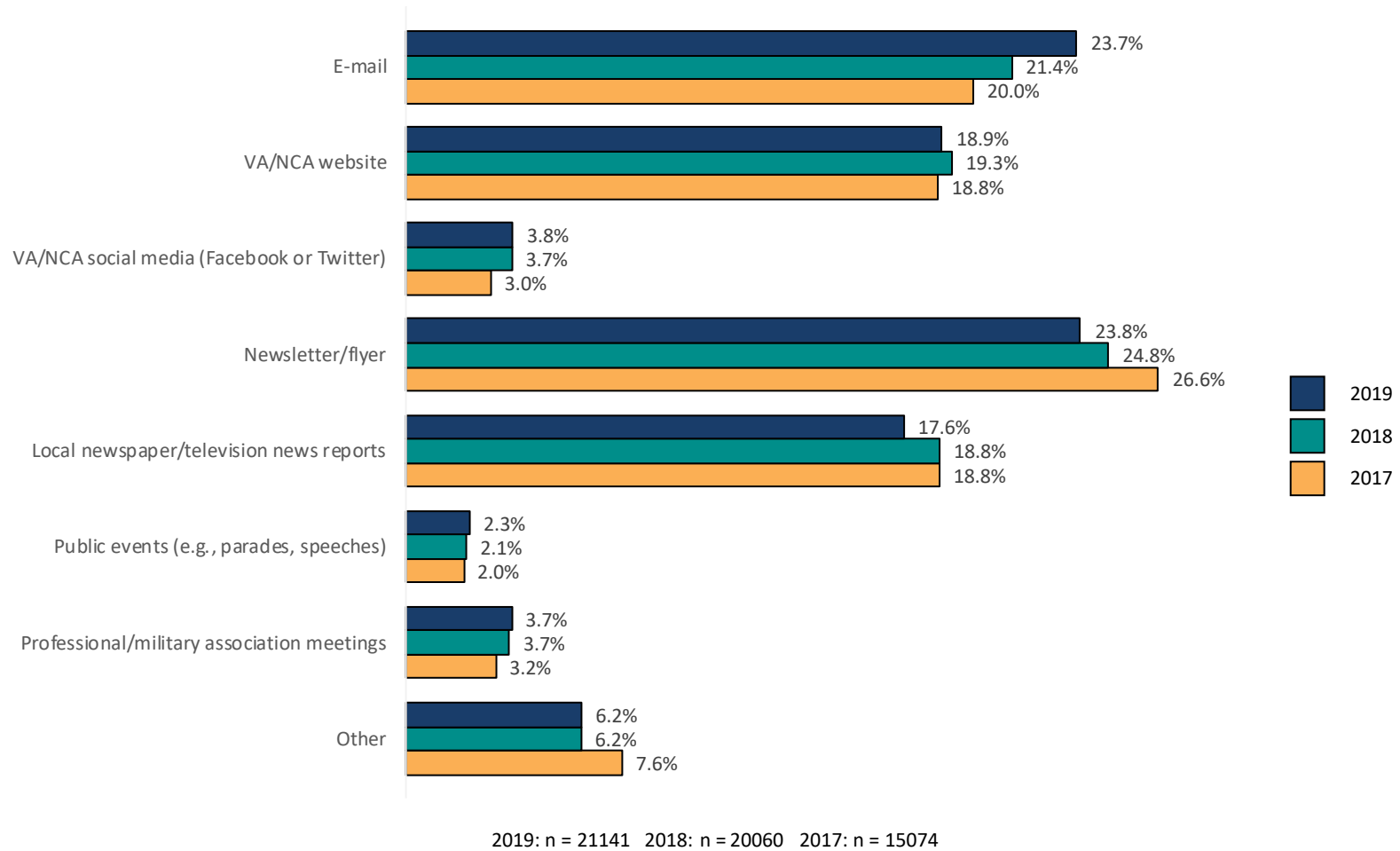
Note: As respondents could select more than one response option, percentages may not sum to 100.

Only respondents that indicated "Yes" to Question 5 (NoK) received this question.



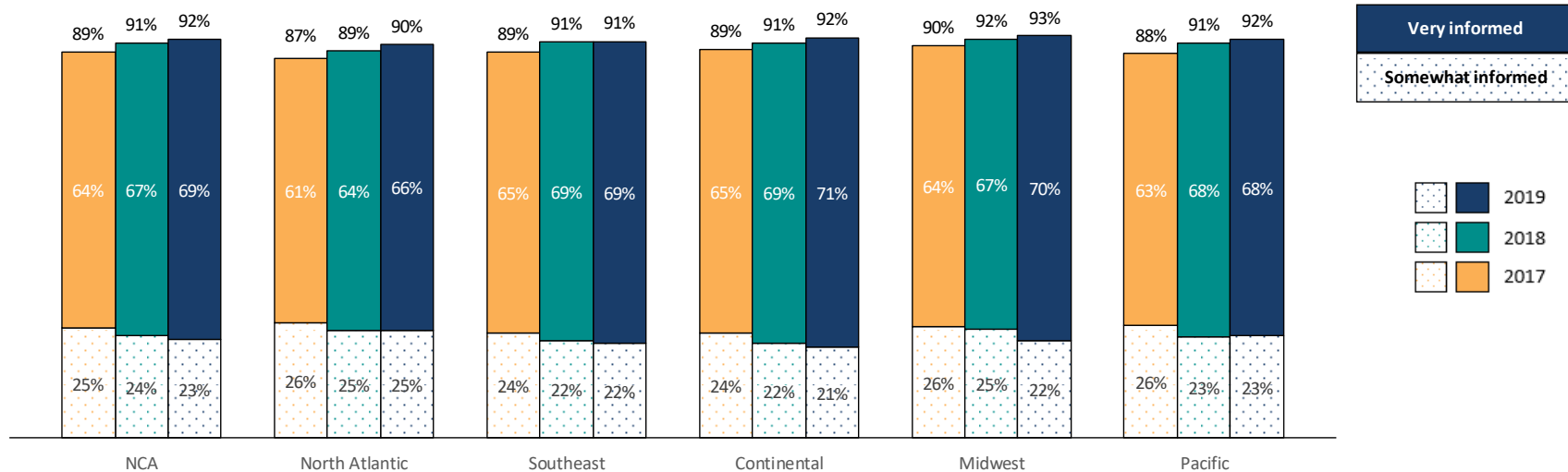
## Information and Communication: Next of Kin

**Question 7: Prior to the time of need, what is the BEST way for the national cemetery to convey information regarding benefits? (Mark only one)**



## Information and Communication: Next of Kin

**Question 9: To what extent were you informed of the details (e.g., length of service, use of committal shelters) related to the committal service prior to attending the service?**

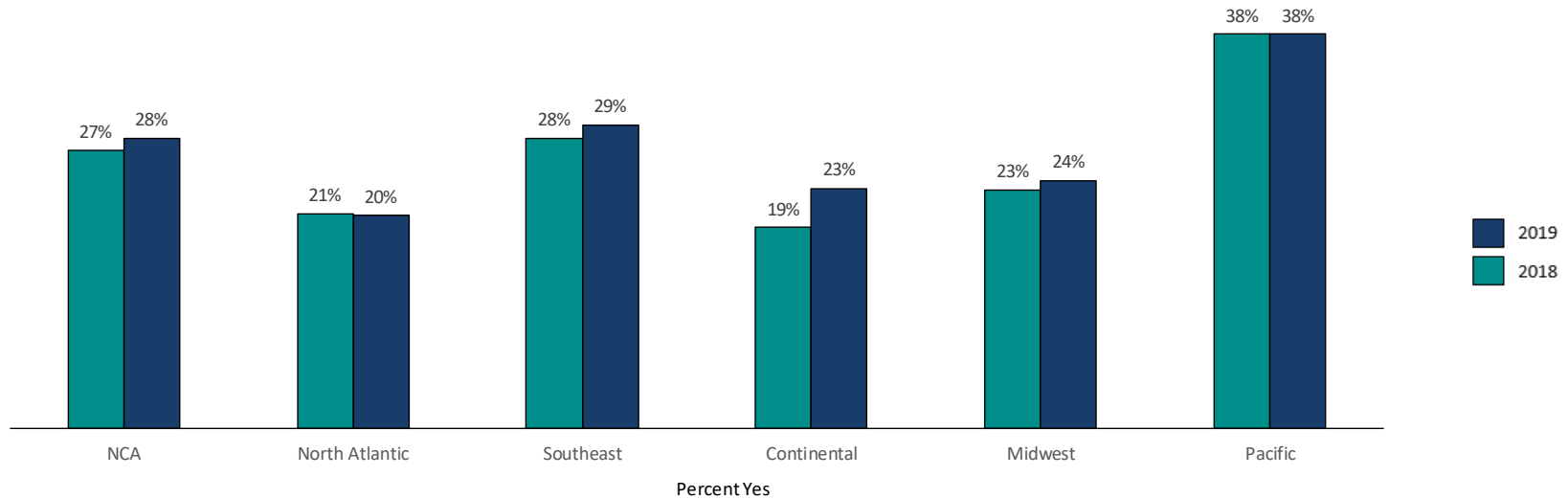


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	16920	22388	23608	3192	3691	3743	4008	5035	5453	2227	3336	3215	3658	4938	5269	3834	5388	5928
Very informed	63.50%**	67.30%**	68.94%**	60.90%**	64.29%**	65.64%	64.62%	68.56%**	69.47%	65.11%	68.94%**	71.10%	64.49%	66.85%**	70.03%**	62.60%	67.58%**	68.40%
Somewhat informed	25.27%	23.51%	22.70%	26.38%	24.74%	24.82%	24.15%	22.46%	21.79%	24.20%	21.88%	20.93%	25.67%	24.91%	22.47%	25.77%	23.37%	23.38%
Neither / nor	6.06%	4.94%	4.58%	6.89%	5.93%	5.69%	6.24%	4.89%	4.73%	6.20%	5.16%	4.11%	5.22%	4.46%	4.18%	5.92%	4.62%	4.37%
Somewhat uninformed	2.68%	2.32%	2.12%	2.85%	2.47%	1.98%	2.62%	2.32%	2.33%	2.47%	2.22%	2.15%	2.68%	2.00%	2.05%	2.71%	2.58%	2.07%
Very uninformed	2.49%	1.93%	1.65%	2.98%	2.57%	1.87%	2.37%	1.77%	1.69%	2.02%	1.80%	1.71%	1.94%	1.78%	1.27%	3.00%	1.86%	1.77%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Information and Communication: Next of Kin

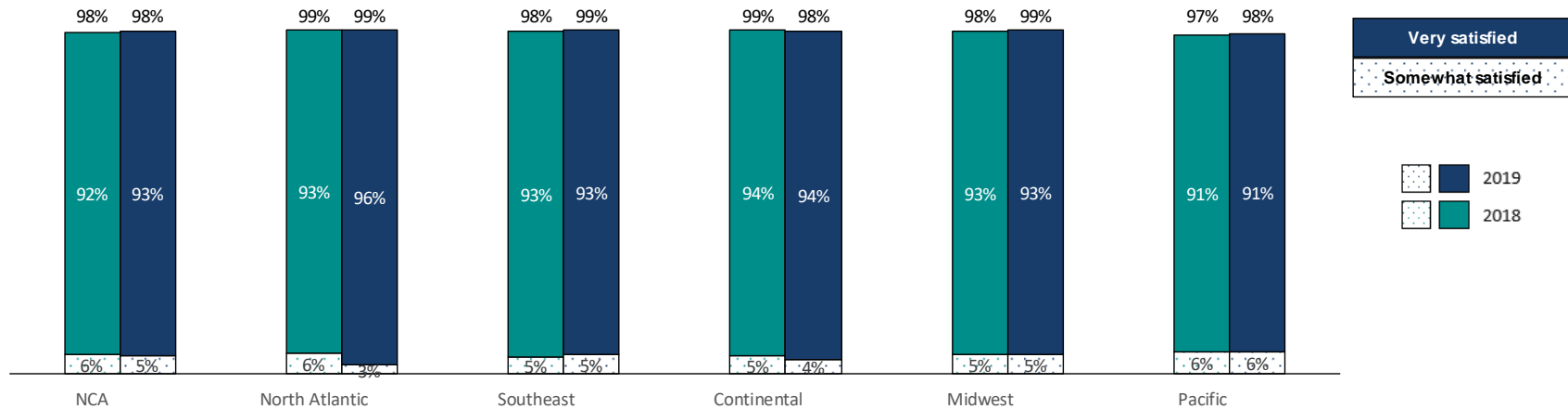
Question 10: Did you or a family member personally schedule the interment through the NCA scheduling center?



District	NCA		North Atlantic		Southeast		Continental		Midwest		Pacific	
Year	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Categories	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
n	21709	23168	3617	3709	4869	5334	3241	3156	4797	5199	5185	5770
Yes	26.63%	27.85%	20.57%	20.36%	27.85%	29.12%	19.22%	23.00%	22.89%	23.77%	37.80%	37.82%
No, a funeral director scheduled it on my behalf	73.37%	72.15%	79.43%	79.64%	72.15%	70.88%	80.78%	77.00%	77.11%	76.23%	62.20%	62.18%

## Information and Communication: Next of Kin

Question 11: How satisfied were you with the service you or your family member received from the NCA scheduling center?



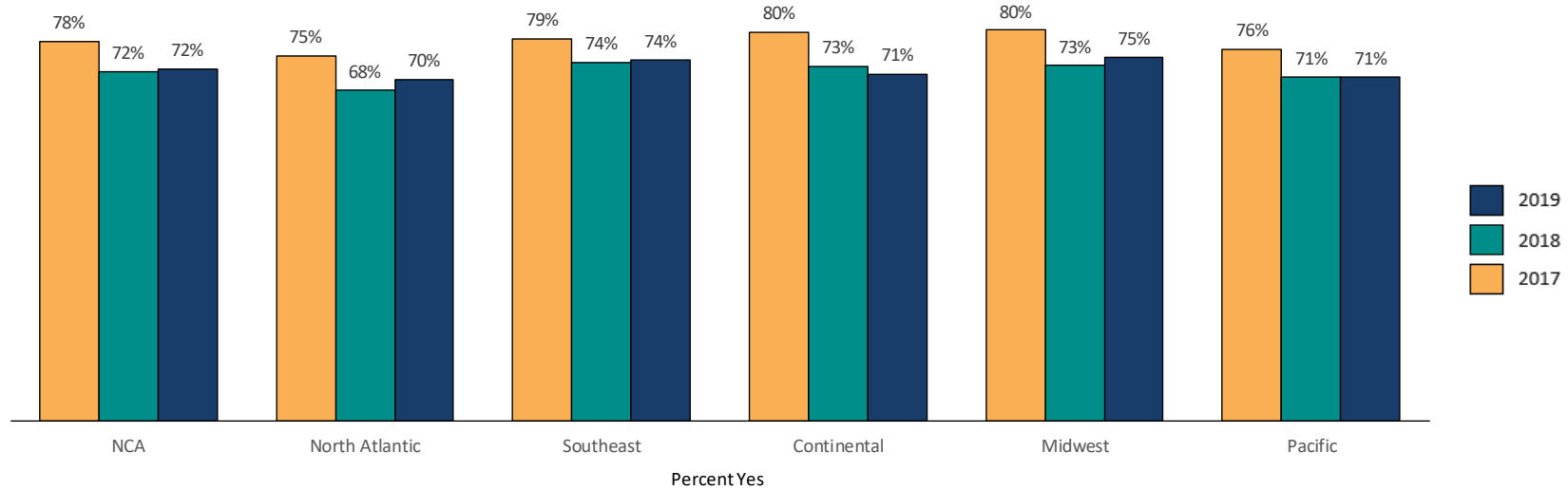
District	NCA		North Atlantic		Southeast		Continental		Midwest		Pacific	
Year	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Categories	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
n	5881	6406	756	750	1381	1539	637	722	1119	1222	1988	2173
Very satisfied	92.28%	92.94%	92.72%	96.13%**	93.34%	93.24%	93.56%	93.91%	92.58%	93.04%	90.79%	91.26%
Somewhat satisfied	5.65%	5.25%	5.82%	2.53%	4.78%	5.39%	5.18%	4.16%	5.45%	5.48%	6.44%	6.30%
Neither / nor	1.07%	0.64%	0.66%	0.53%	1.01%	0.26%	0.47%	0.83%	0.98%	0.65%	1.51%	0.87%
Somewhat dissatisfied	0.71%	0.81%	0.53%	0.53%	0.72%	0.71%	0.47%	0.83%	0.71%	0.57%	0.86%	1.10%
Very dissatisfied	0.29%	0.36%	0.26%	0.27%	0.14%	0.39%	0.31%	0.28%	0.27%	0.25%	0.40%	0.46%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

Only respondents that indicated "Yes" to Question 10 (NoK) received this question.

## Information and Communication: Next of Kin

**Question 25: If your loved one was a Veteran, did you receive a Presidential Memorial Certificate?**

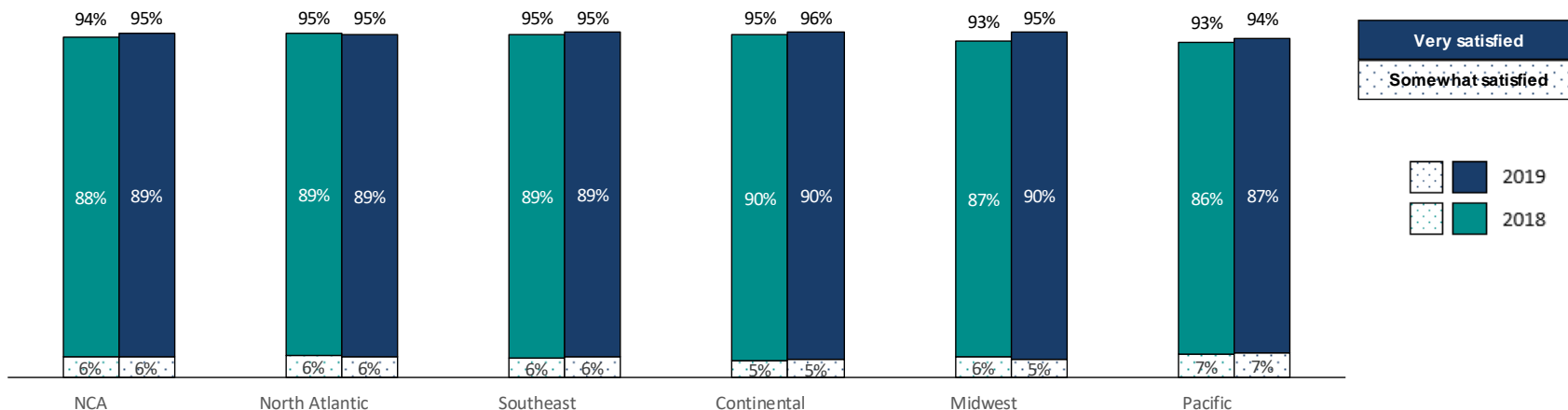


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	11424	16189	16938	2119	2617	2634	2825	3746	4015	1475	2365	2279	2473	3548	3790	2532	3913	4220
Yes	77.99%	71.78%	72.38%	75.13%	67.86%	70.24%	78.51%	73.76%	74.12%	79.86%	72.94%	71.35%	80.35%	73.03%	74.67%	76.42%	70.66%	70.57%
No	22.01%	28.22%	27.62%	24.87%	32.14%	29.76%	21.49%	26.24%	25.88%	20.14%	27.06%	28.65%	19.65%	26.97%	25.33%	23.58%	29.34%	29.43%

Only respondents whose loved one was a Veteran received this question.

## Information and Communication: Next of Kin

**Question 26: How satisfied were you with the quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the Presidential Memorial Certificate received from the VA?**



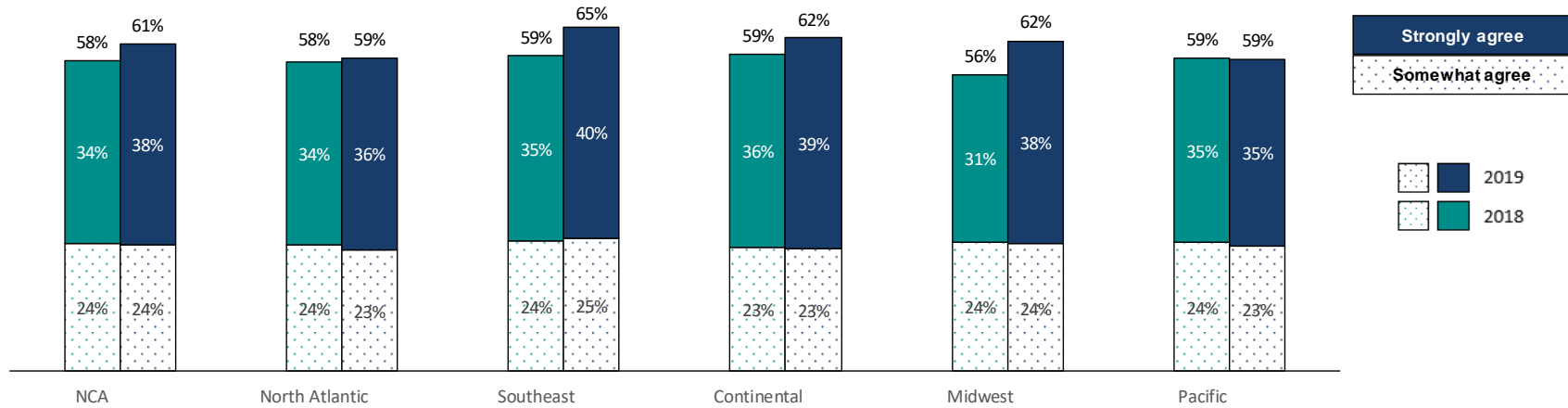
District	NCA		North Atlantic		Southeast		Continental		Midwest		Pacific	
Year	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Categories												
n	11582	11870	1763	1794	2766	2877	1719	1577	2577	2738	2757	2884
Very satisfied	88.00%	89.05%*	88.71%	88.74%	89.05%	89.40%	89.82%	90.49%	87.31%	90.25%**	86.00%	86.96%
Somewhat satisfied	5.80%	5.78%	6.24%	5.80%	5.53%	5.84%	4.71%	5.01%	5.70%	5.15%	6.57%	6.73%
Neither / nor	4.70%	3.67%	3.91%	4.07%	3.98%	3.30%	3.90%	3.30%	5.63%	3.18%	5.55%	4.47%
Somewhat dissatisfied	0.81%	0.90%	0.51%	0.89%	0.69%	0.73%	0.93%	0.89%	0.93%	0.88%	0.94%	1.11%
Very dissatisfied	0.69%	0.60%	0.62%	0.50%	0.76%	0.73%	0.64%	0.32%	0.43%	0.55%	0.94%	0.73%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

Only respondents that indicated "Yes" to Question 25 (NoK) received this question.

## Information and Communication: Next of Kin

**Question 27: Receiving the Presidential Memorial Certificate at the committal service (rather than receiving it in the mail) would enhance the meaning of the recognition.**



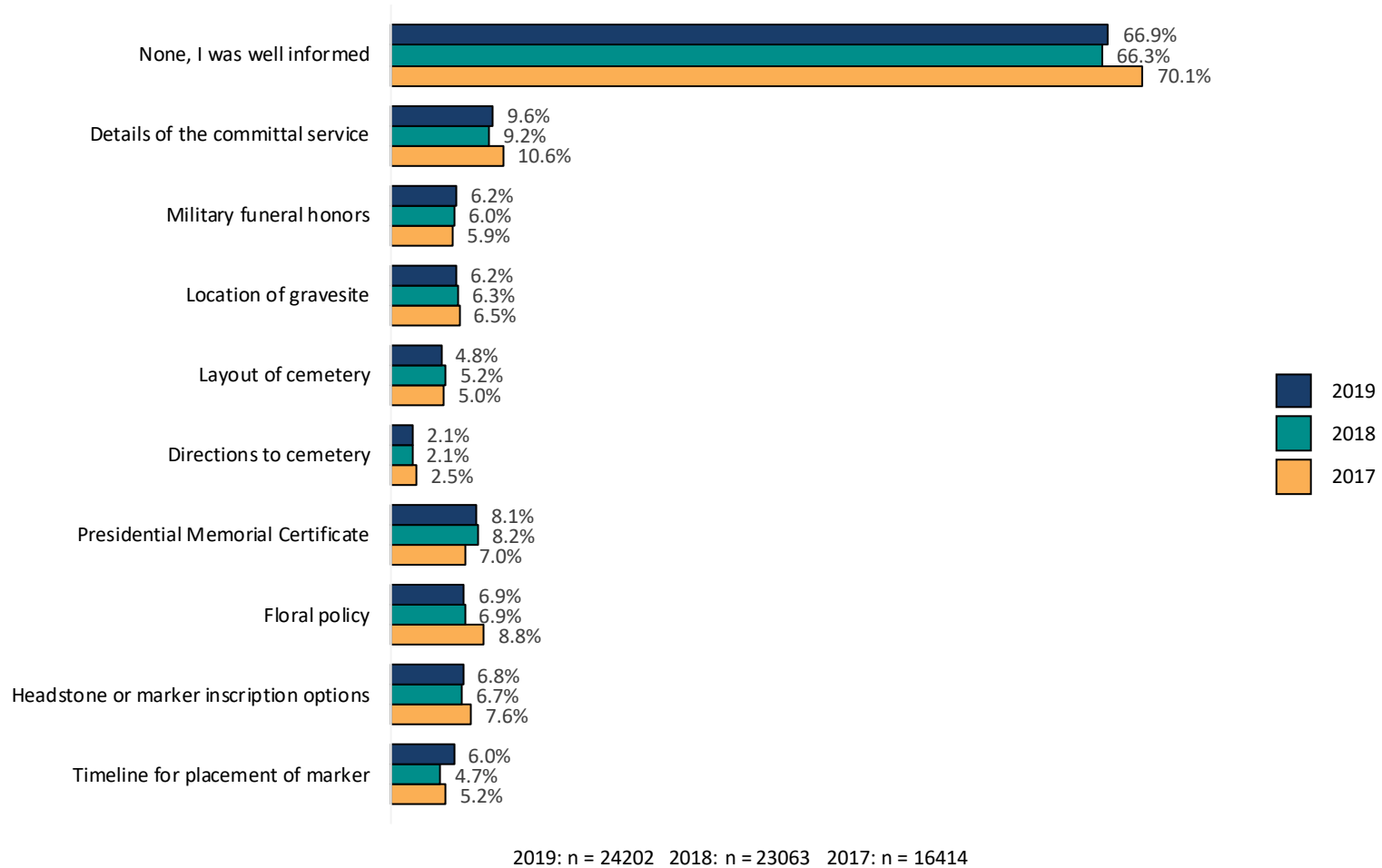
District	NCA		North Atlantic		Southeast		Continental		Midwest		Pacific	
Year	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Categories												
n	11546	11729	1762	1775	2749	2844	1715	1568	2571	2717	2749	2825
Strongly agree	34.10%	37.61%**	34.11%	36.00%	34.70%	39.73%**	36.27%	39.41%	31.39%	38.06%**	34.67%	35.04%
Somewhat agree	24.02%	23.73%	23.78%	22.76%	24.41%	24.86%	23.21%	23.02%	24.27%	23.85%	24.05%	23.47%
Neither / nor	36.42%	33.38%	36.15%	34.82%	35.65%	31.01%	33.99%	32.91%	39.05%	32.65%	36.41%	35.82%
Disagree	4.44%	4.31%	5.22%	5.58%	4.33%	3.48%	5.25%	3.57%	4.12%	4.31%	3.86%	4.74%
Strongly disagree	1.02%	0.98%	0.74%	0.85%	0.91%	0.91%	1.28%	1.08%	1.17%	1.14%	1.02%	0.92%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

Only respondents that indicated "Yes" to Question 25 (NoK) received this question.

## Information and Communication: Next of Kin

**Question 28: Looking back at your overall experiences with the national cemetery, which items would you have liked more information about? (Mark all that apply)**



Note: As respondents could select more than one response option, percentages may not sum to 100.



---

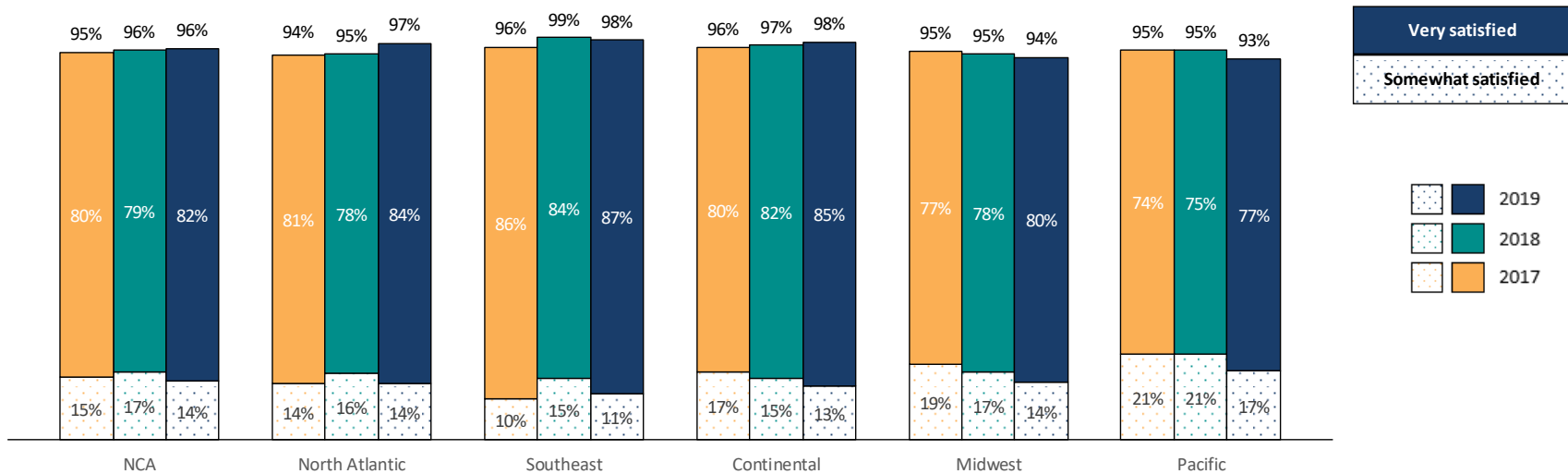
## **Satisfaction with Information and Communication: Funeral Directors**

### **SECTION DESCRIPTION**

- This section presents survey findings from funeral directors on their satisfaction with the information they receive from the national cemetery with which they most frequently do business.
- Measures of overall satisfaction with information and communication are presented first, followed by responses to individual survey questions. Question-by-question comparative analyses (Elements of Comparison) are also presented in this section.
- For comparative purposes, data for each District are also presented.
- Due to rounding, some percentages may not sum to 100%.

## Information and Communication: Funeral Directors

**Question 10: Overall, how satisfied are you with the communication between your funeral home and the national cemetery?**

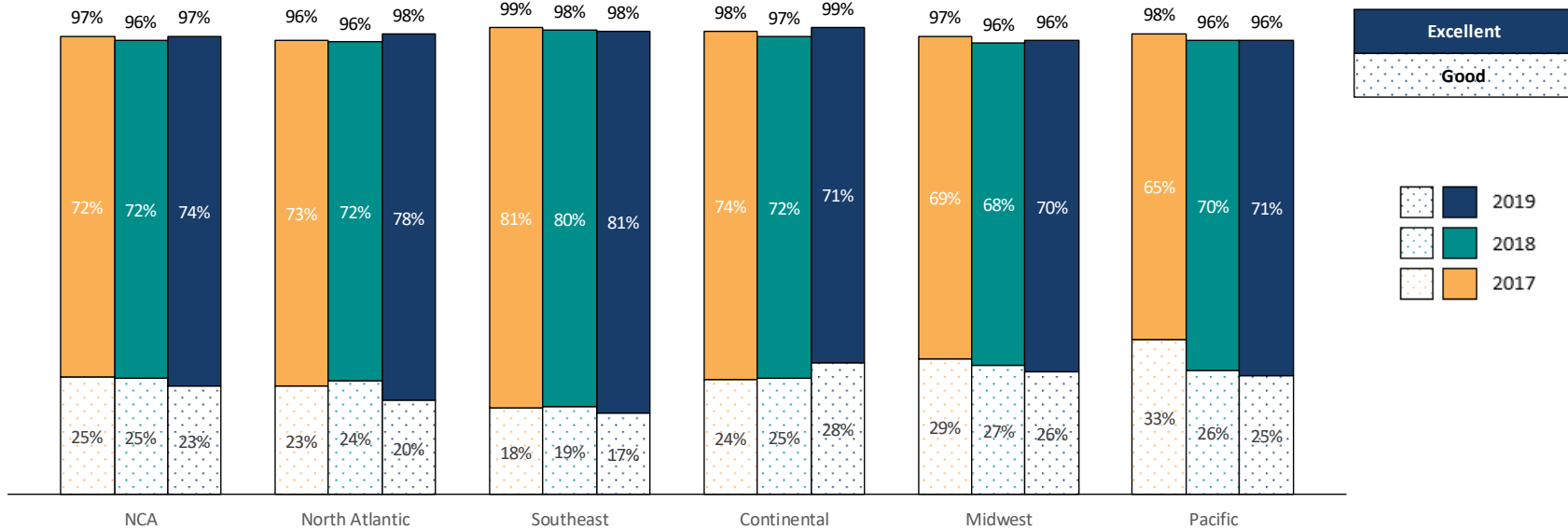


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	1301	2690	2506	264	518	504	190	438	398	157	337	297	324	665	604	133	287	184
Very satisfied	79.63%	78.92%	81.76%*	80.68%	78.19%	83.53%*	86.32%	83.56%	86.68%	79.62%	81.60%	84.51%	76.85%	77.89%	79.80%	74.44%	74.56%	76.63%
Somewhat satisfied	15.30%	16.69%	14.29%	13.64%	16.41%	13.69%	10.00%	15.07%	11.31%	16.56%	15.13%	13.13%	18.52%	16.69%	14.07%	21.05%	20.91%	16.85%
Neither / nor	3.23%	2.86%	2.63%	4.17%	4.05%	1.98%	2.11%	0.91%	1.76%	2.55%	3.26%	1.68%	3.40%	2.86%	3.81%	3.01%	2.79%	3.80%
Somewhat dissatisfied	1.23%	0.89%	0.88%	0.38%	0.77%	0.20%	1.58%	0.46%	0.00%	1.27%	0.00%	0.67%	0.93%	1.50%	1.99%	1.50%	1.39%	1.63%
Very dissatisfied	0.61%	0.63%	0.44%	1.14%	0.58%	0.60%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.31%	1.05%	0.33%	0.00%	0.35%	1.09%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Information and Communication: Funeral Directors

Question 5: How would you characterize the overall communication from the national cemetery to your funeral home?

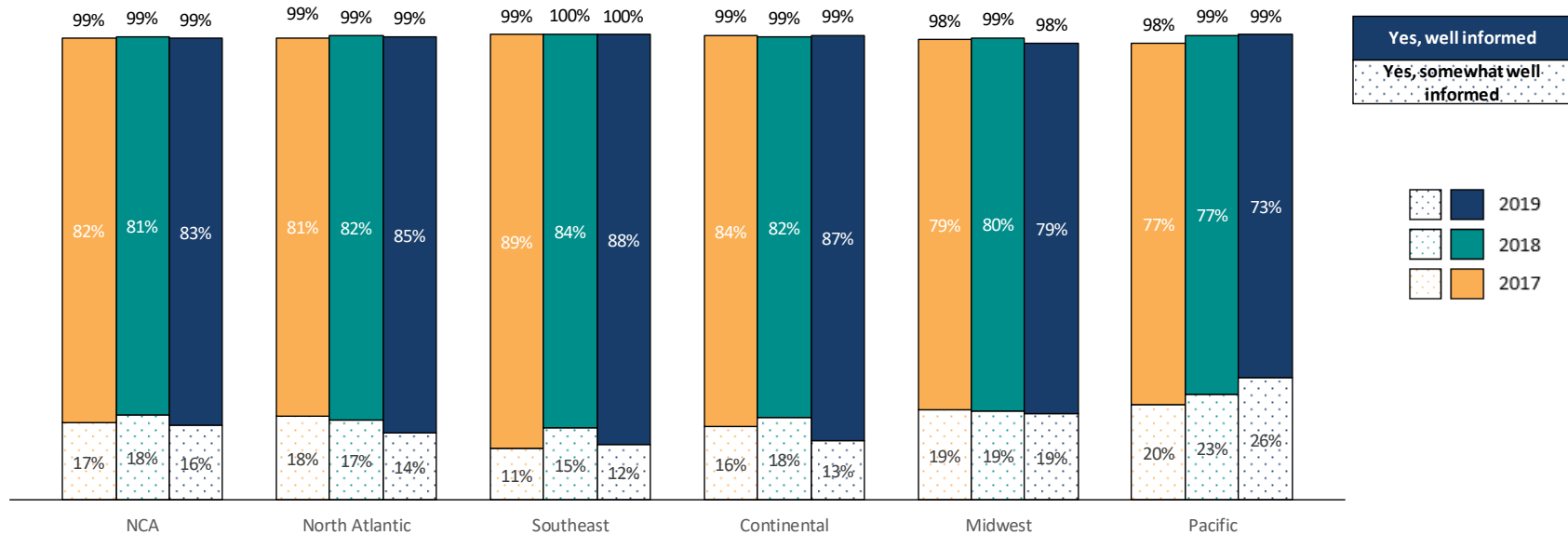


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	1306	2686	2529	265	518	509	192	434	398	161	338	300	327	667	611	134	288	186
Excellent	72.28%	71.78%	74.14%	73.21%	71.81%	77.80%*	80.73%	79.72%	80.90%	73.91%	72.49%	71.00%	68.50%	68.22%	70.38%	64.93%	69.79%	70.97%
Good	24.96%	24.53%	23.05%	23.02%	24.13%	19.84%	18.23%	18.66%	17.34%	24.22%	24.56%	28.00%	28.75%	27.44%	25.86%	32.84%	26.39%	25.27%
Fair	2.37%	3.05%	2.17%	3.40%	3.67%	1.77%	1.04%	1.38%	1.26%	1.86%	2.96%	1.00%	2.14%	3.30%	3.11%	1.49%	3.47%	2.69%
Poor	0.38%	0.63%	0.63%	0.38%	0.39%	0.59%	0.00%	0.23%	0.50%	0.00%	0.00%	0.00%	0.61%	1.05%	0.65%	0.75%	0.35%	1.08%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Information and Communication: Funeral Directors

### Question 6: Do you feel that you are well informed by the national cemetery of its policies and procedures?

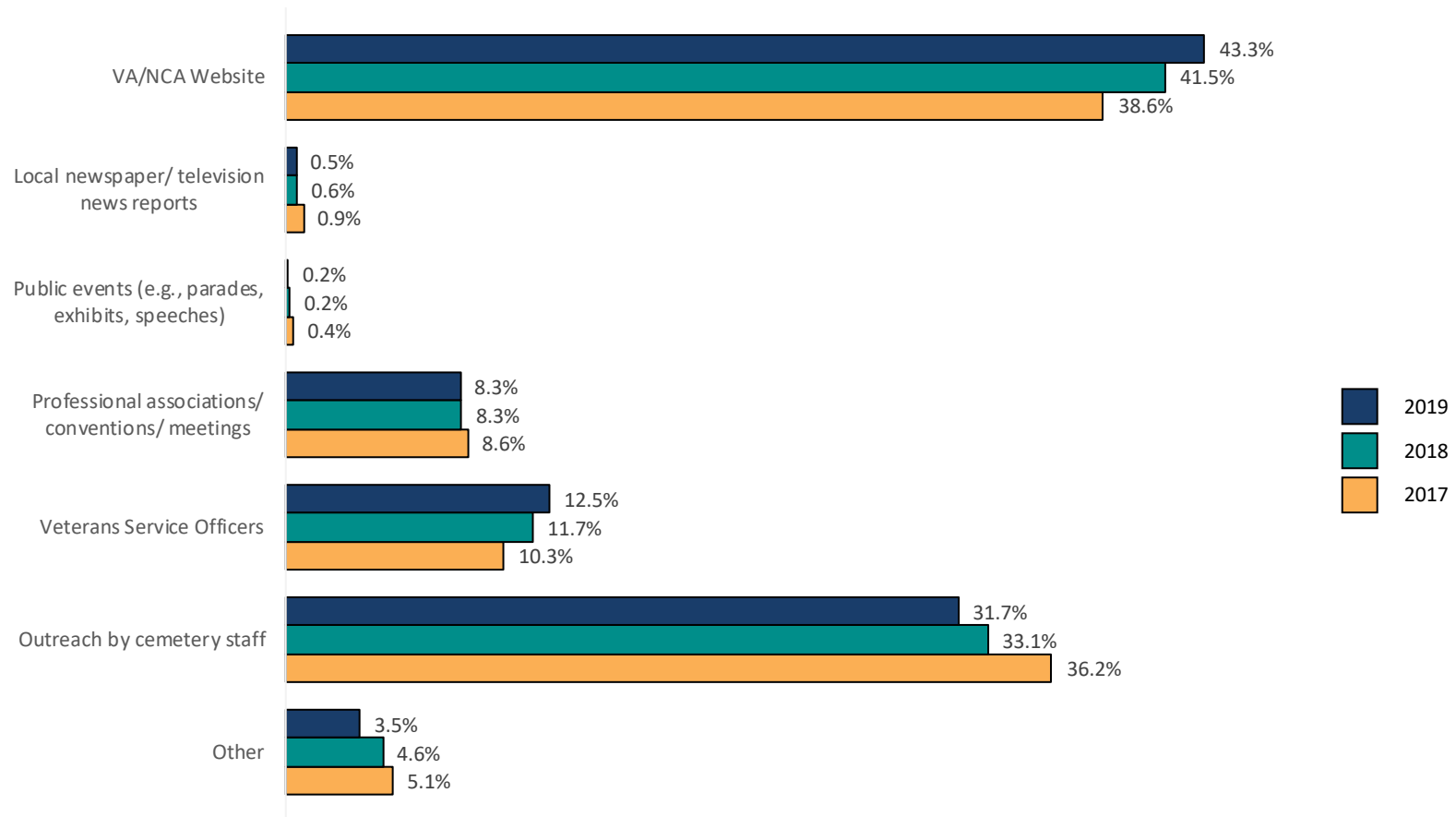


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	1294	2679	2519	263	515	508	192	431	396	159	337	298	324	665	609	132	288	184
Yes, well informed	82.07%	80.70%	82.57%	80.99%	82.14%	84.65%	88.54%	84.22%	87.63%	83.65%	81.60%	86.58%	79.32%	79.70%	78.98%	77.27%	76.74%	73.37%
Yes, somewhat well informed	16.62%	18.25%	16.04%	17.87%	17.09%	14.37%	10.94%	15.31%	11.87%	15.72%	17.51%	12.75%	19.14%	19.10%	18.56%	20.45%	22.57%	26.09%
No, not well informed	1.31%	1.05%	1.39%	1.14%	0.78%	0.98%	0.52%	0.46%	0.51%	0.63%	0.89%	0.67%	1.54%	1.20%	2.46%	2.27%	0.69%	0.54%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Information and Communication: Funeral Directors

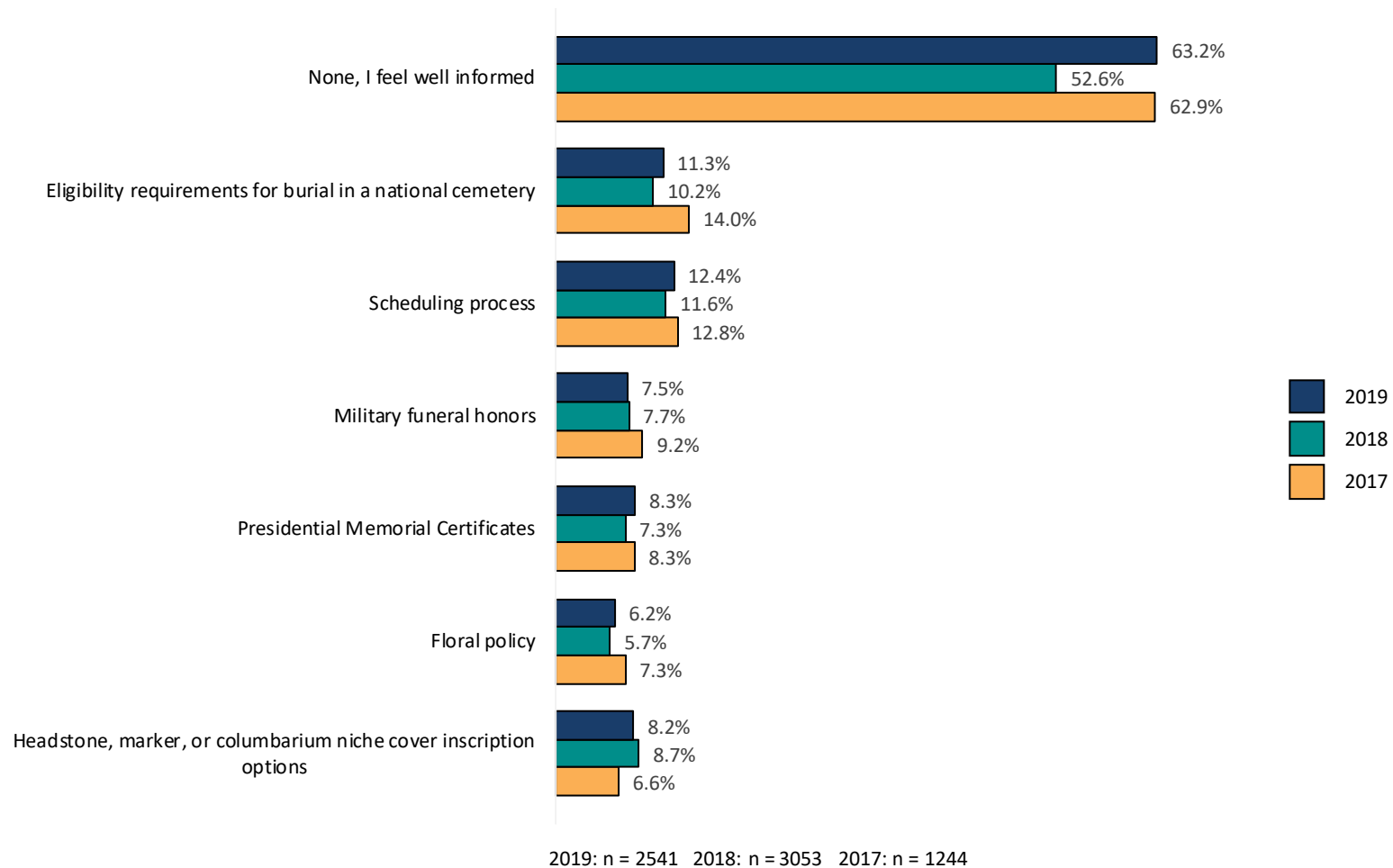
**Question 7: In general, of the following services, which one provides you the MOST information about national cemetery policies and procedures?**



2019: n = 2462 2018: n = 2628 2017: n = 1278

## Information and Communication: Funeral Directors

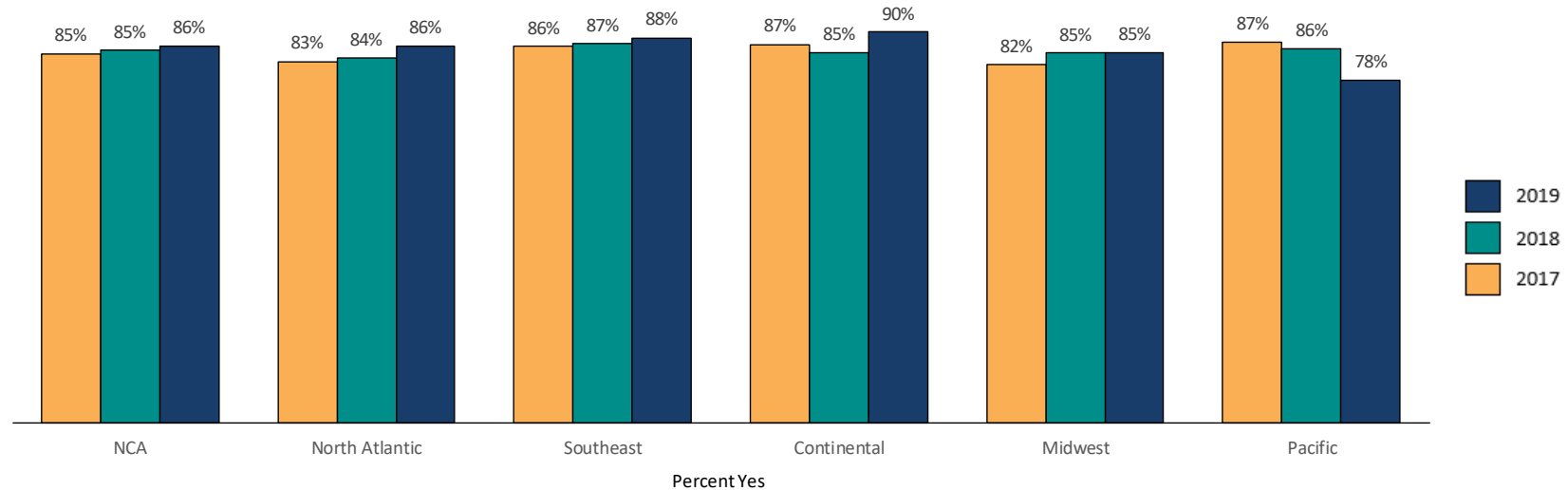
### Question 8: What national cemetery policies or procedures do you feel you could use more information about?



Note: As respondents could select more than one response option, percentages may not sum to 100.

## Information and Communication: Funeral Directors

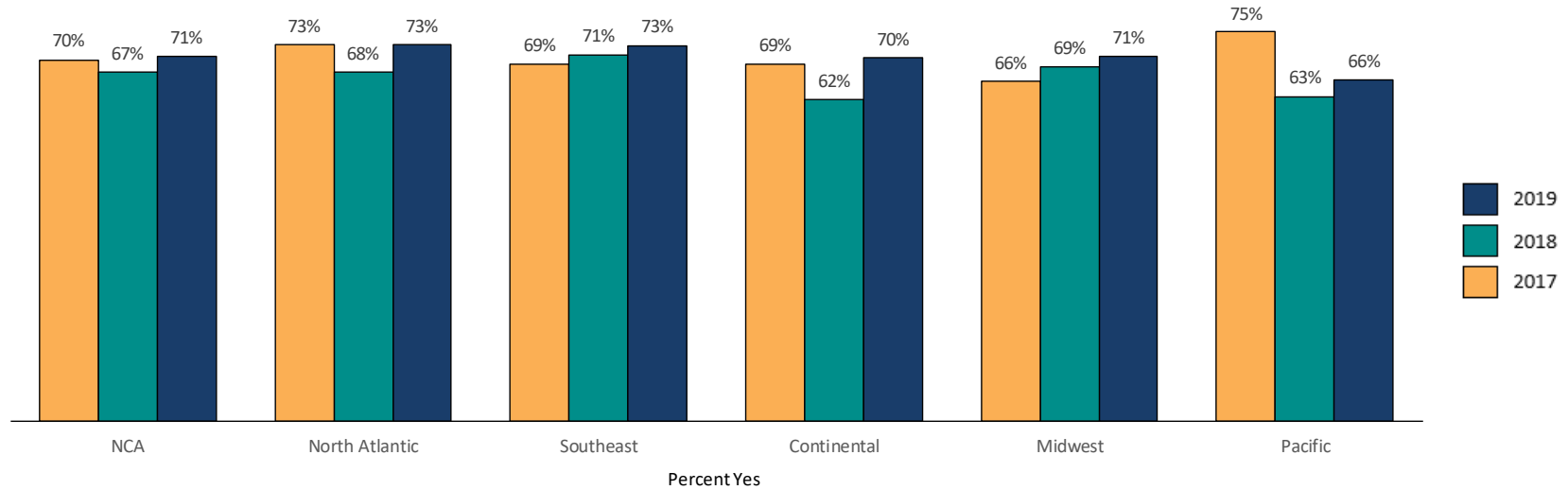
**Question 12: Do you understand the eligibility requirements for burial in a national cemetery, including eligibility for National Guard, Reservists, and Veteran dependents?**



District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	1307	2690	2520	268	518	510	189	434	394	159	337	299	324	662	608	134	288	186
Yes	84.62%	85.32%	86.39%	82.84%	83.59%	86.27%	86.24%	86.87%	88.32%	86.79%	84.87%	89.63%	82.10%	84.74%	84.87%	87.31%	85.76%	78.49%
No	15.38%	14.68%	13.61%	17.16%	16.41%	13.73%	13.76%	13.13%	11.68%	13.21%	15.13%	10.37%	17.90%	15.26%	15.13%	12.69%	14.24%	21.51%

## Information and Communication: Funeral Directors

### Question 13: Are you aware there are resources for Funeral Directors on the NCA Website?

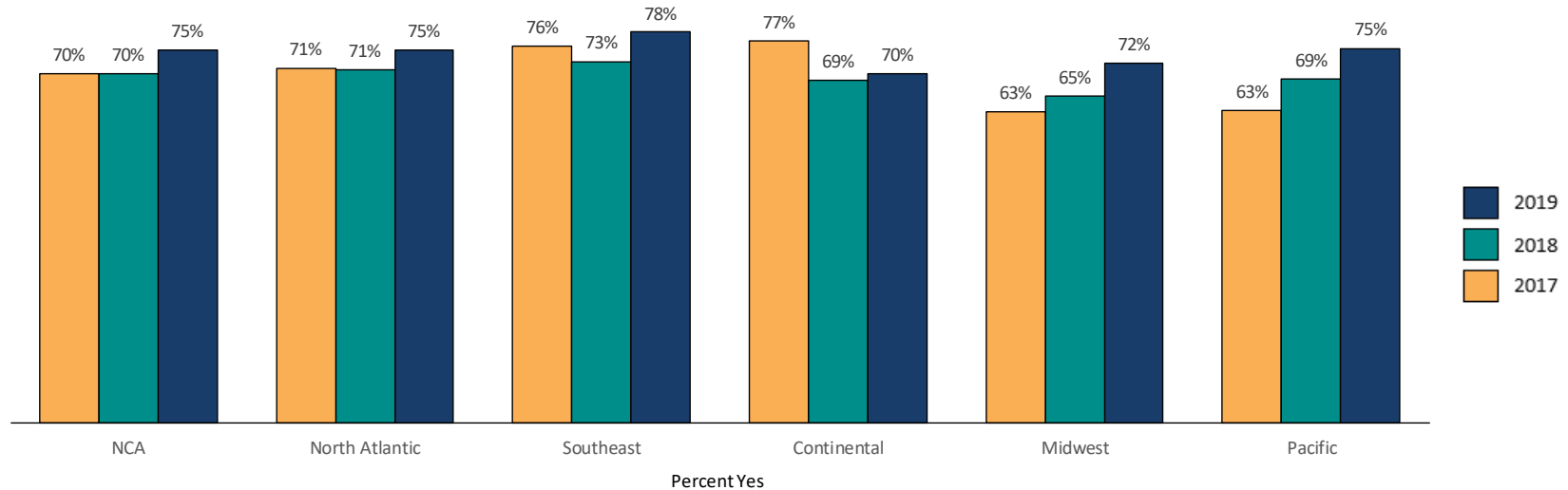


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	1302	2679	2504	265	518	503	188	430	389	159	338	299	324	657	609	134	288	185
Yes	69.97%	67.45%	70.65%	72.83%	67.57%	72.76%	69.15%	70.93%	72.75%	69.18%	62.13%	70.23%	65.74%	68.65%	70.61%	75.37%	62.85%	65.95%
No	30.03%	32.55%	29.35%	27.17%	32.43%	27.24%	30.85%	29.07%	27.25%	30.82%	37.87%	29.77%	34.26%	31.35%	29.39%	24.63%	37.15%	34.05%



## Information and Communication: Funeral Directors

**Question 14: Are you aware that the Funeral Director resources on the NCA Website have links to the NCA videos illustrating different committal service options at VA national cemeteries?**

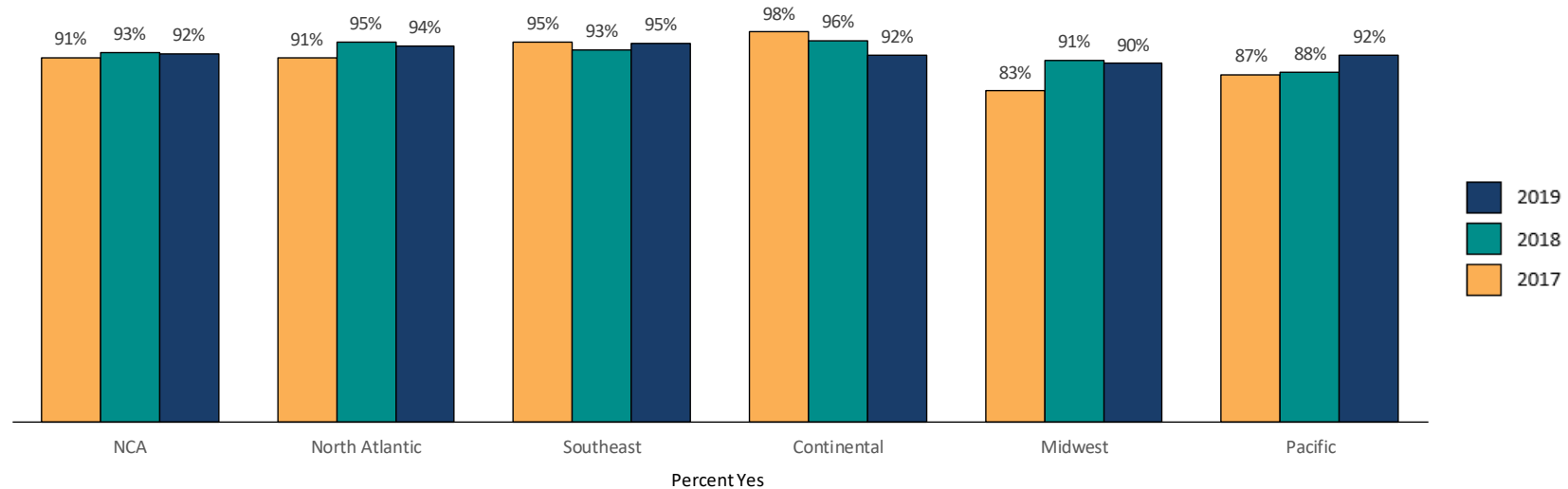


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	889	1791	1731	188	347	359	127	302	279	107	205	208	208	452	422	99	177	117
Yes	70.19%	70.13%	74.81%	71.28%	70.89%	74.93%	75.59%	72.52%	78.49%	76.64%	68.78%	70.19%	62.50%	65.49%	72.27%	62.63%	68.93%	75.21%
No	29.81%	29.87%	25.19%	28.72%	29.11%	25.07%	24.41%	27.48%	21.51%	23.36%	31.22%	29.81%	37.50%	34.51%	27.73%	37.37%	31.07%	24.79%

Only respondents that indicated "Yes" to Question 13 (FD) received this question.

## Information and Communication: Funeral Directors

**Question 15: Do you find the NCA videos illustrating committal services useful in explaining to a family what to expect when scheduling a service at a VA national cemetery?**

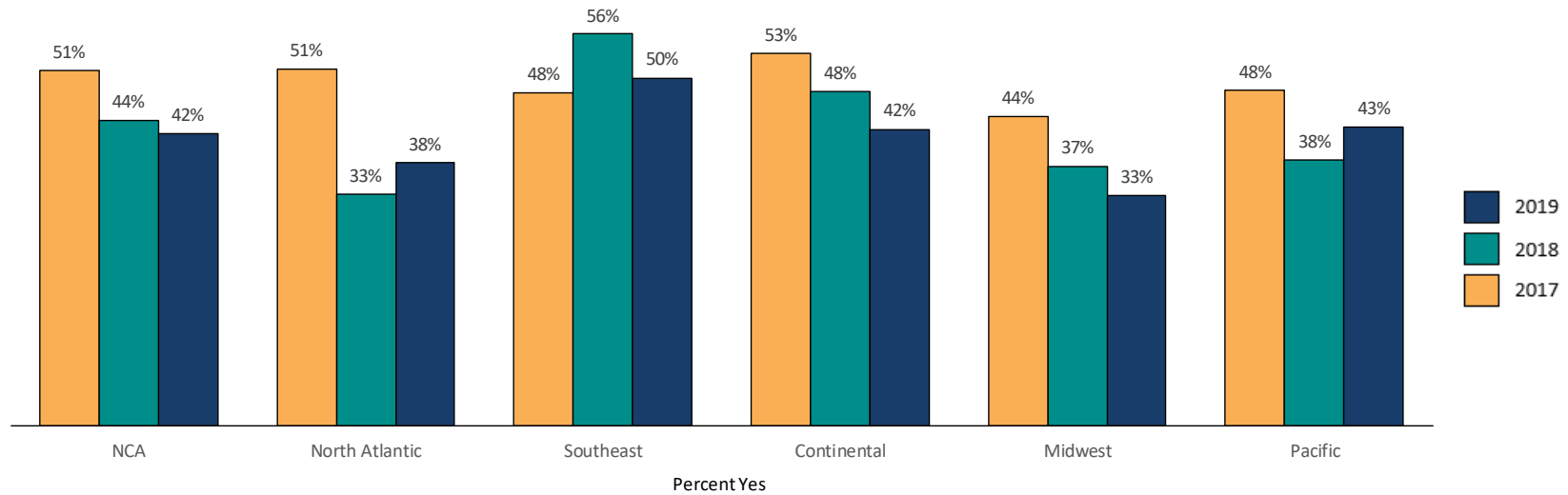


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	348	763	777	68	146	155	61	133	137	44	90	97	76	159	166	31	80	49
Yes	91.38%	92.53%	92.28%	91.18%	95.21%	94.19%	95.08%	93.23%	94.89%	97.73%	95.56%	91.75%	82.89%	90.57%	89.76%	87.10%	87.50%	91.84%
No	8.62%	7.47%	7.72%	8.82%	4.79%	5.81%	4.92%	6.77%	5.11%	2.27%	4.44%	8.25%	17.11%	9.43%	10.24%	12.90%	12.50%	8.16%

Only respondents that indicated "Yes" to Question 13 (FD) received this question.

## Information and Communication: Funeral Directors

**Question 16: Would you find it useful to have CD copies of NCA videos illustrating committal services to give to families?**

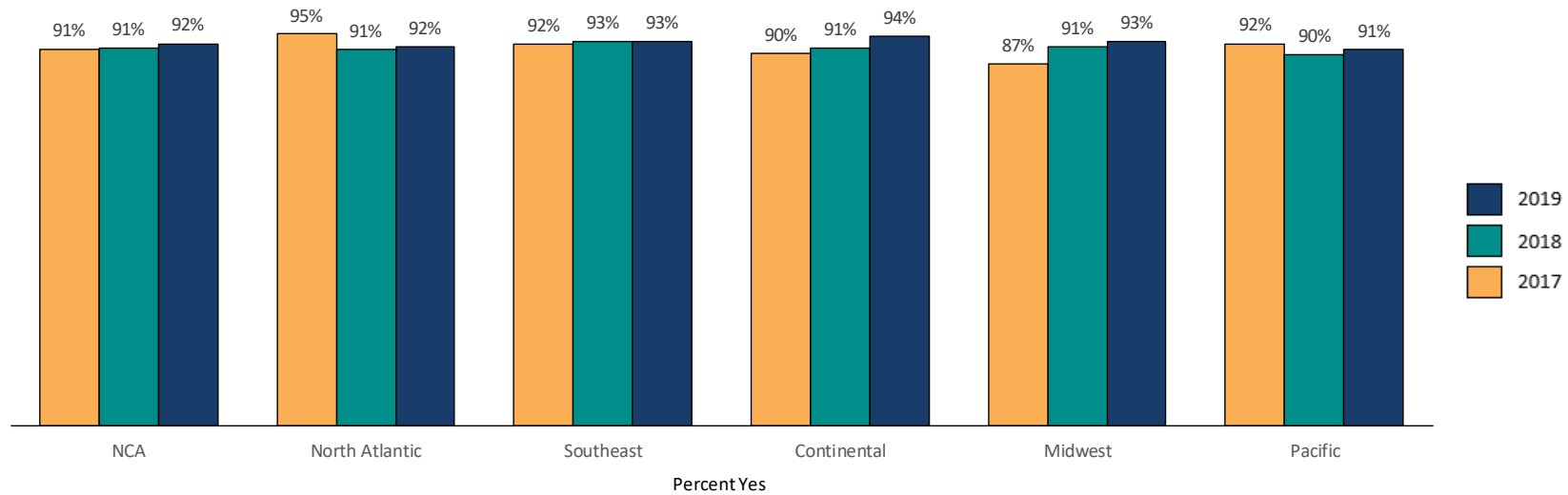


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	890	1787	1726	190	345	359	126	303	279	107	207	205	208	452	421	100	176	117
Yes	50.79%	43.70%	41.77%	51.05%	33.04%	37.60%	47.62%	56.11%	49.82%	53.27%	47.83%	42.44%	44.23%	37.17%	33.02%	48.00%	38.07%	42.74%
No	49.21%	56.30%	58.23%	48.95%	66.96%	62.40%	52.38%	43.89%	50.18%	46.73%	52.17%	57.56%	55.77%	62.83%	66.98%	52.00%	61.93%	57.26%

Only respondents that indicated "Yes" to Question 13 (FD) received this question.

## Information and Communication: Funeral Directors

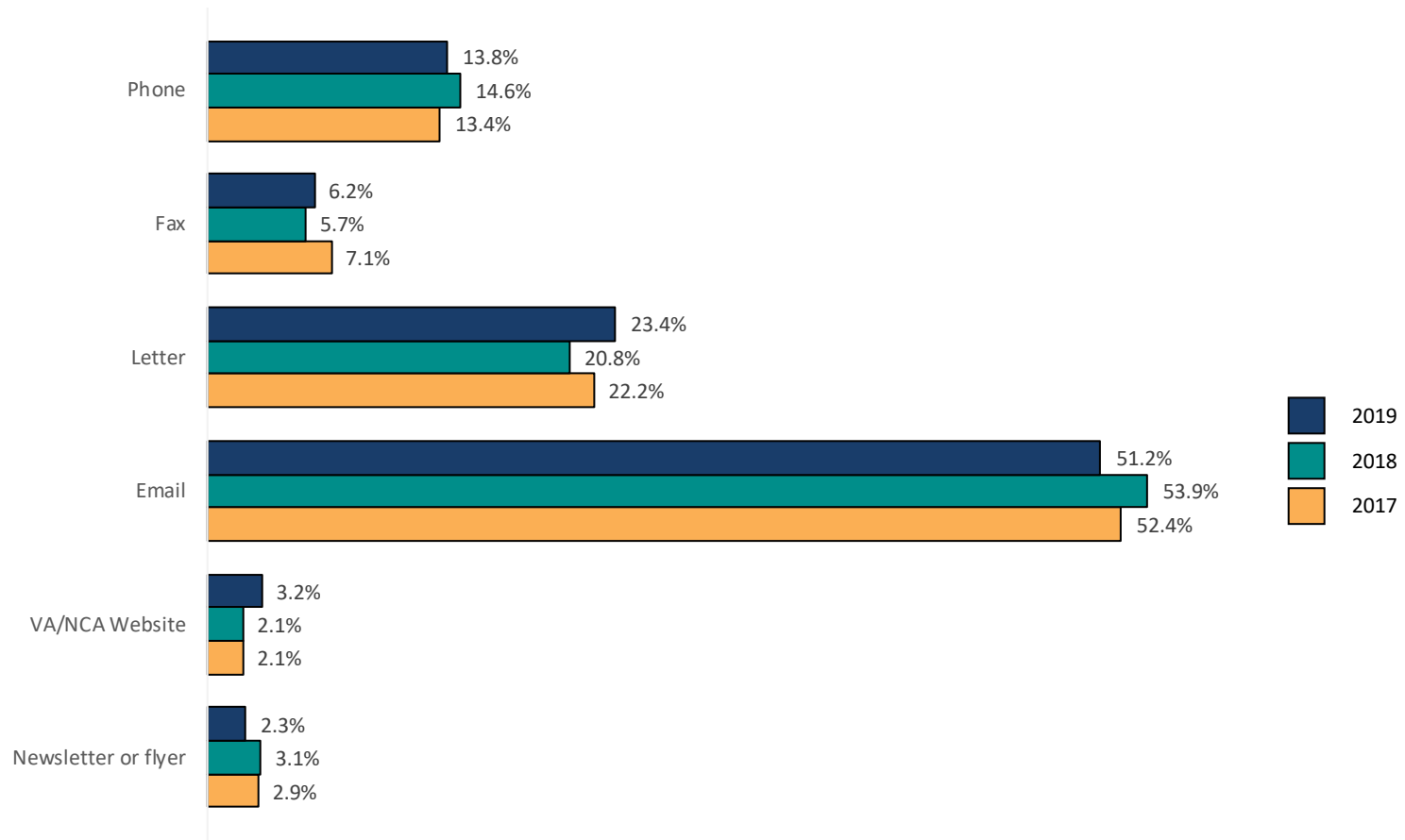
**Question 17: Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of Kin?**



District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	1291	2672	2509	262	512	506	189	430	394	159	332	301	324	667	605	130	286	185
Yes	90.86%	91.24%	92.27%	94.66%	90.82%	91.50%	92.06%	92.79%	92.89%	89.94%	91.27%	94.02%	87.35%	91.45%	92.73%	92.31%	89.51%	90.81%
No	9.14%	8.76%	7.73%	5.34%	9.18%	8.50%	7.94%	7.21%	7.11%	10.06%	8.73%	5.98%	12.65%	8.55%	7.27%	7.69%	10.49%	9.19%

## Information and Communication: Funeral Directors

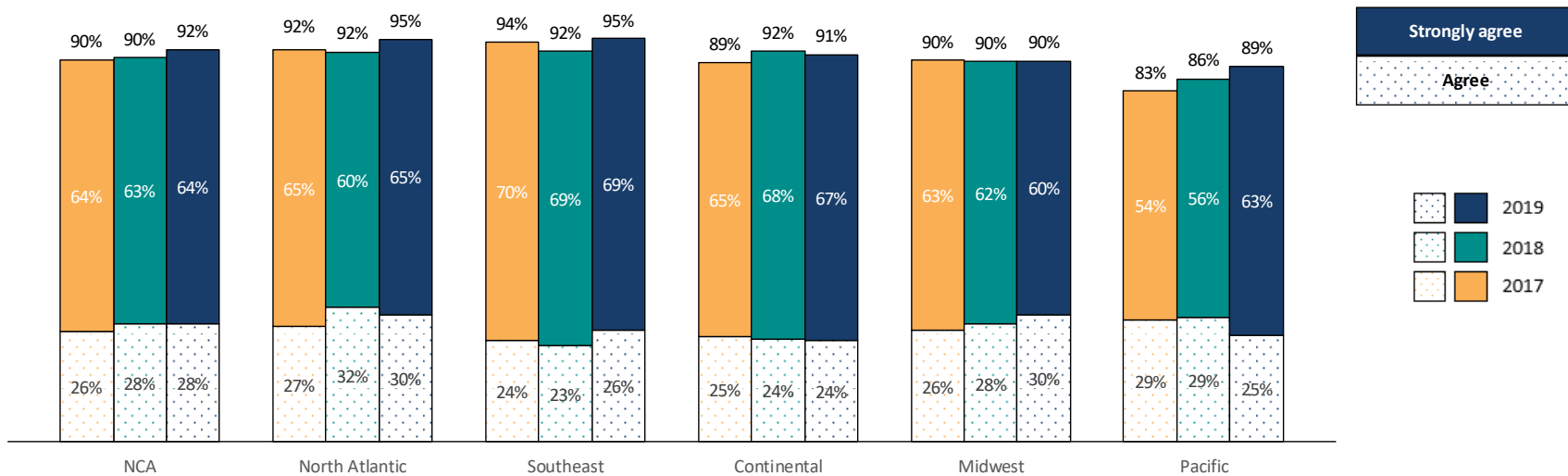
**Question 9: What is the best way for the national cemetery to communicate with your funeral home regarding changes in its policies and procedures?**



2019: n = 2441 2018: n = 2619 2017: n = 1264

## Information and Communication: Funeral Directors

**Question 33: The National Cemetery Scheduling Office's hours of operation meet my needs for scheduling services.**



District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	1286	2649	2493	262	513	503	185	431	394	158	334	297	323	655	605	132	283	183
Strongly agree	63.84%	62.55%	64.46%	65.27%	60.23%	64.81%	70.27%	69.37%	68.53%	64.56%	67.66%	67.34%	63.47%	61.98%	59.83%	53.79%	56.18%	63.39%
Agree	26.05%	27.86%	27.84%	27.10%	31.58%	30.02%	23.78%	22.51%	26.40%	24.68%	24.25%	23.91%	26.32%	27.63%	29.92%	28.79%	29.33%	25.14%
Neither / nor	6.77%	6.15%	5.42%	5.73%	5.07%	3.38%	5.95%	7.19%	4.06%	7.59%	4.79%	5.05%	6.19%	6.41%	7.11%	11.36%	7.07%	7.65%
Disagree	2.33%	2.08%	1.76%	1.15%	1.36%	1.59%	0.00%	0.46%	0.76%	2.53%	2.10%	3.03%	3.10%	2.75%	2.31%	3.03%	4.95%	2.73%
Strongly disagree	1.01%	1.36%	0.52%	0.76%	1.75%	0.20%	0.00%	0.46%	0.25%	0.63%	1.20%	0.67%	0.93%	1.22%	0.83%	3.03%	2.47%	1.09%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

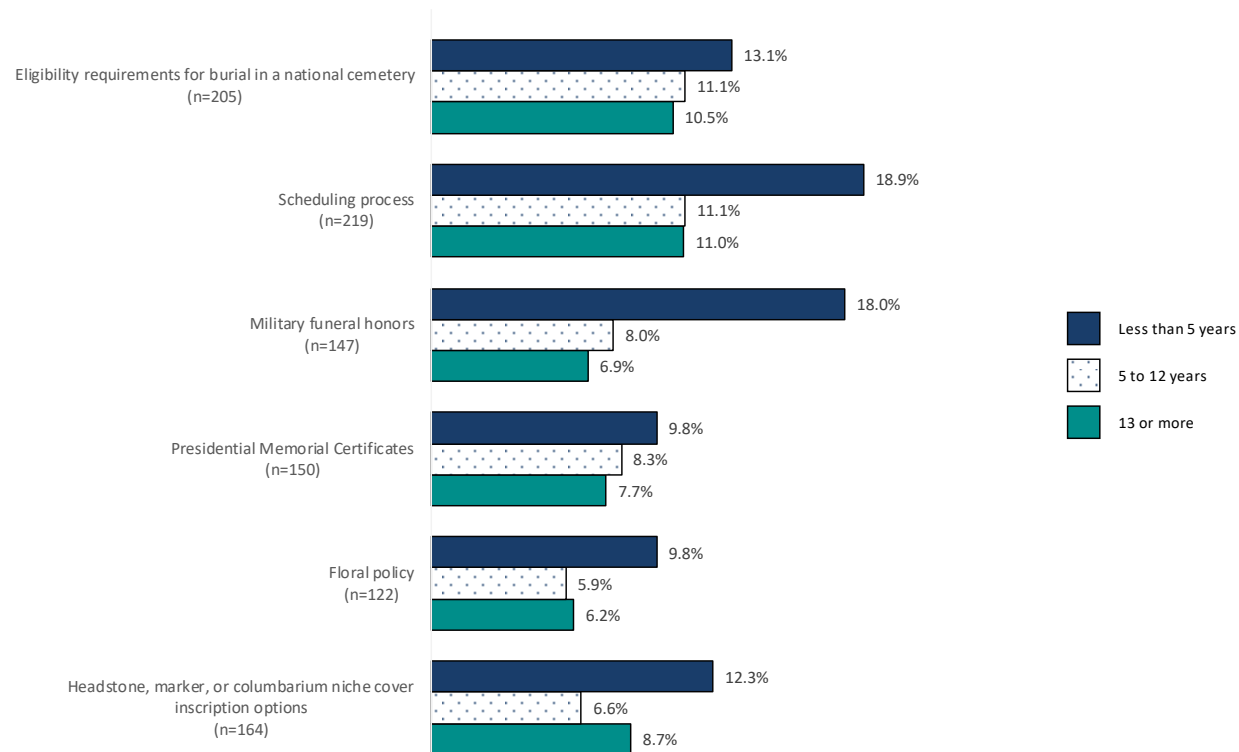
## Information and Communication: Funeral Directors

### ELEMENT OF COMPARISON

**“What national cemetery policies or procedures do you feel you could use more information about?” by “How long has your funeral home worked with this national cemetery?”**

Question 8: What national cemetery policies or procedures do you feel you could use more information about?

Question 3: How long has your funeral home worked with this national cemetery?



Note: As respondents could select more than one response option, percentages may not sum to 100.

Note: Percentages reflect proportions of respondents within each Question 3 subgroup.

---

## **Satisfaction with Committal Service(s): Next of Kin**

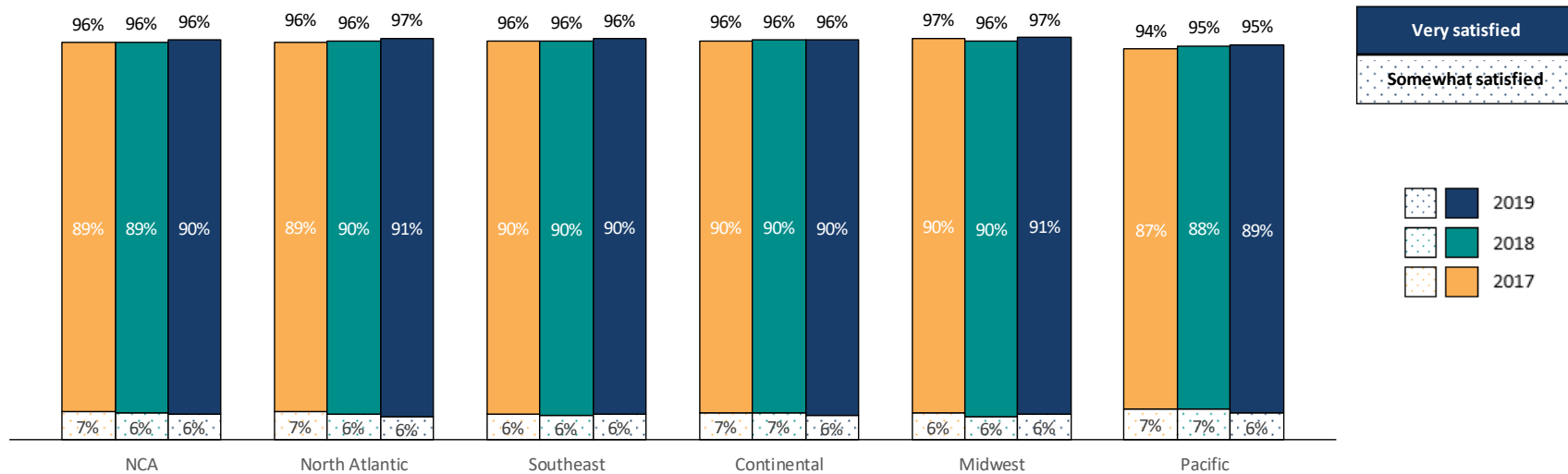
### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin on their satisfaction with the committal service at the national cemetery where their loved one was interred.
- A measure of overall satisfaction with the committal service is presented first, followed by responses to individual survey questions relating to various aspects of the committal service. Question-by-question comparative analyses (Elements of Comparison) are also presented in this section.
- For comparative purposes, data for each District are also presented.
- Due to rounding, some percentages may not sum to 100%.



## Committal Service(s): Next of Kin

Question 19: Overall, how satisfied were you with the committal service at the national cemetery?

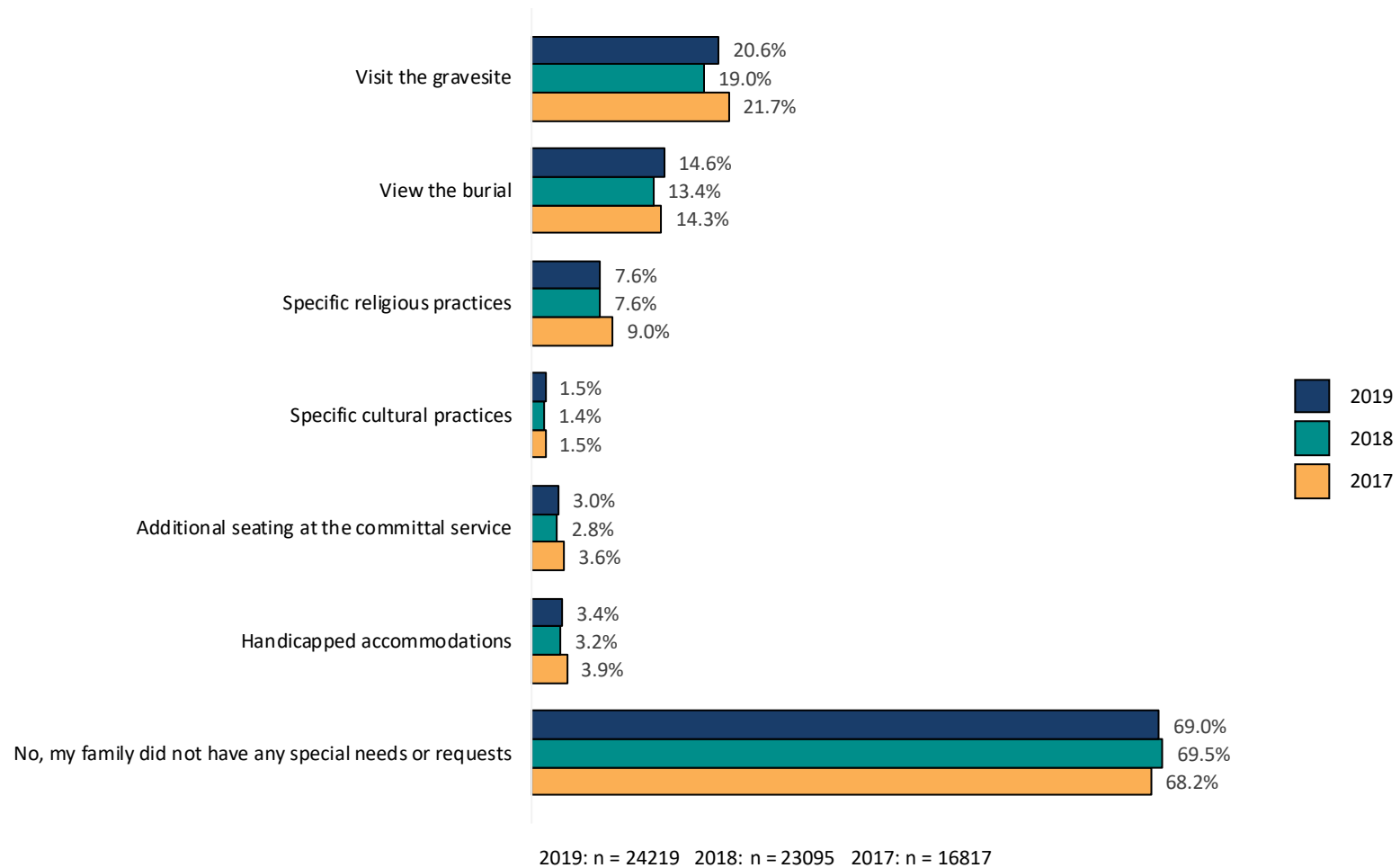


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	16753	22097	23592	3167	3648	3759	3965	4976	5447	2224	3315	3219	3629	4861	5278	3767	5297	5889
Very satisfied	88.97%*	89.40%	90.05%*	88.95%	89.86%	91.03%	89.81%	90.01%	90.21%	89.52%*	89.71%	90.28%	90.19%	90.25%	90.60%	86.59%	87.52%	88.66%
Somewhat satisfied	6.67%	6.32%	6.13%	6.82%	6.17%	5.56%	6.10%	5.95%	6.28%	6.61%	6.55%	5.96%	6.39%	5.64%	6.23%	7.43%	7.25%	6.37%
Neither / nor	3.12%	3.22%	2.62%	2.97%	2.82%	2.55%	3.03%	2.99%	2.28%	2.70%	2.62%	2.39%	2.40%	3.23%*	2.10%	4.27%	4.06%	3.57%
Somewhat dissatisfied	0.81%	0.66%	0.76%	0.92%	0.77%	0.59%	0.66%	0.68%	0.77%	0.90%	0.57%	0.81%	0.66%	0.53%	0.74%	0.96%	0.72%	0.87%
Very dissatisfied	0.44%	0.41%	0.43%	0.35%	0.38%	0.27%	0.40%	0.36%	0.46%	0.27%	0.54%	0.56%	0.36%	0.35%	0.32%	0.74%	0.45%	0.54%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Committal Service(s): Next of Kin

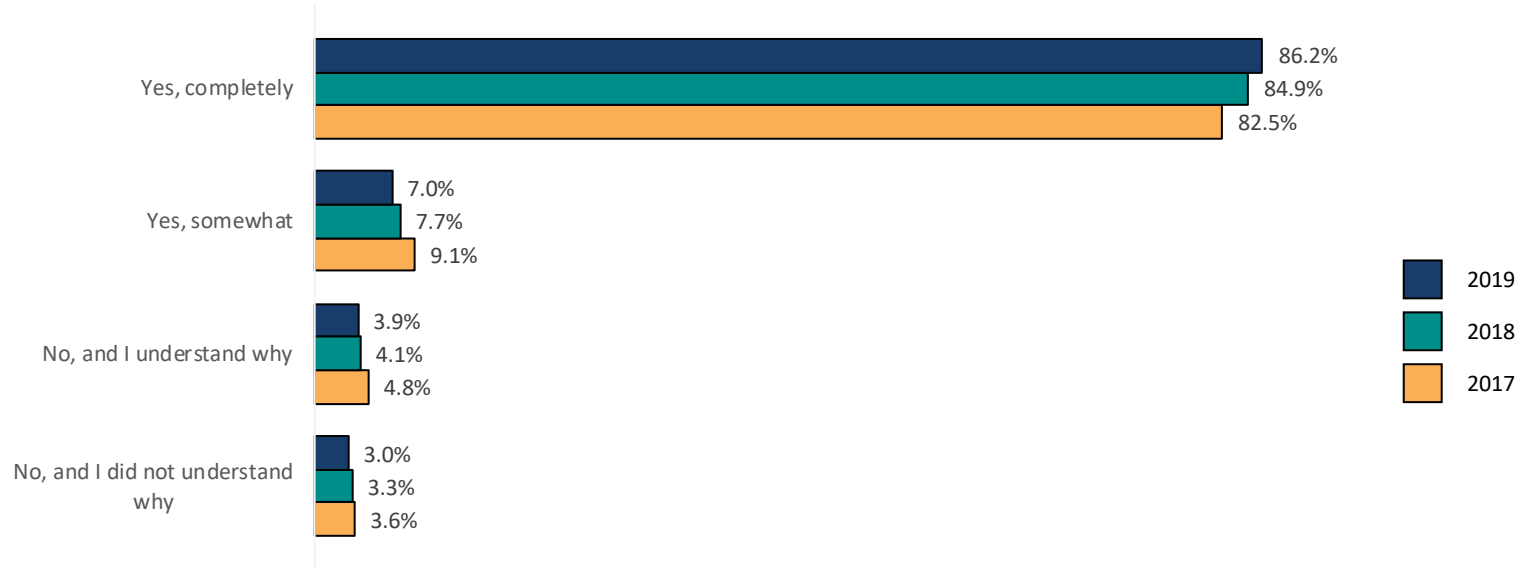
Question 12: At the committal service, did your family have any of the following special needs or requests? (Mark all that apply)



Note: As respondents could select more than one response option, percentages may not sum to 100.

## Committal Service(s): Next of Kin

Question 13: Was the cemetery able to accommodate these special needs or requests to your satisfaction?



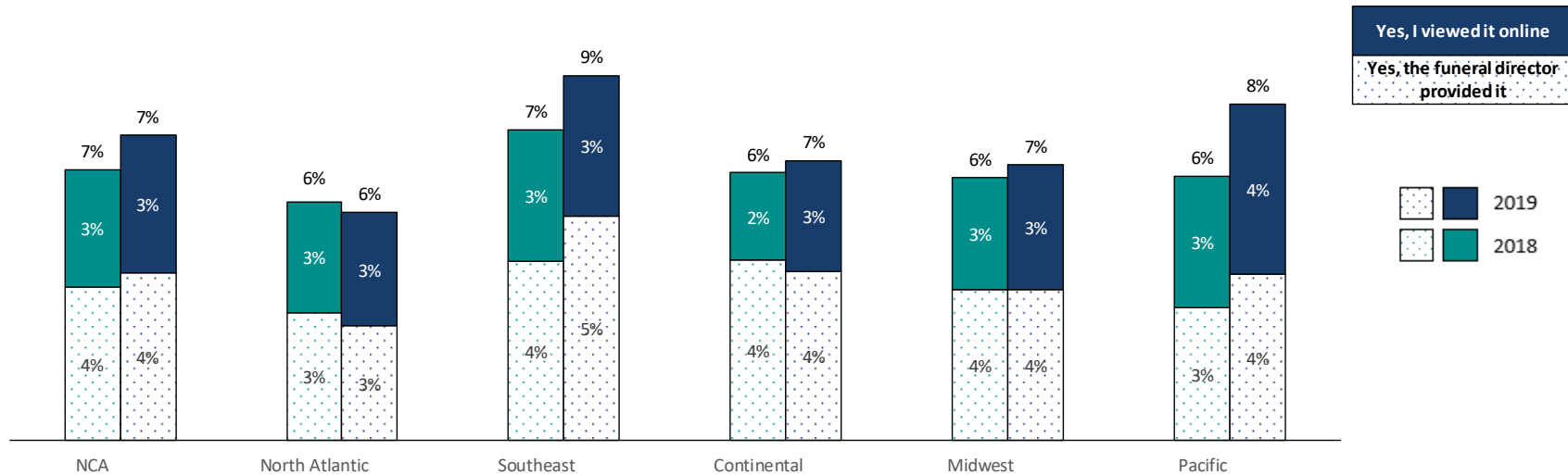
2019: n = 6832 2018: n = 6168 2017: n = 5255

District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	5255	6168	6832	865	904	953	1339	1554	1720	619	783	823	1046	1239	1339	1385	1688	1997
Yes, completely	82.53%	84.89%	86.21%	80.92%	86.28%	86.57%	83.42%	86.16%	87.27%	82.07%	83.14%	83.96%	84.32%	84.34%	86.03%	81.52%	84.18%	86.18%
Yes, somewhat	9.06%	7.70%	6.97%	8.09%	7.30%	6.30%	9.11%	7.34%	6.16%	8.56%	7.79%	8.26%	8.51%	7.83%	6.65%	10.25%	8.12%	7.66%
No, and I understand why	4.81%	4.07%	3.85%	6.01%	3.98%	4.30%	4.71%	3.54%	3.84%	4.68%	5.11%	4.62%	5.16%	4.28%	3.88%	3.97%	3.97%	3.30%
No, and I did not understand why	3.60%	3.34%	2.97%	4.97%	2.43%	2.83%	2.76%	2.96%	2.73%	4.68%	3.96%	3.16%	2.01%	3.55%	3.44%	4.26%	3.73%	2.85%

Respondents that indicated "No, my family did not have any needs or requests" to Question 12 (NoK) did not receive this question.

## Committal Service(s): Next of Kin

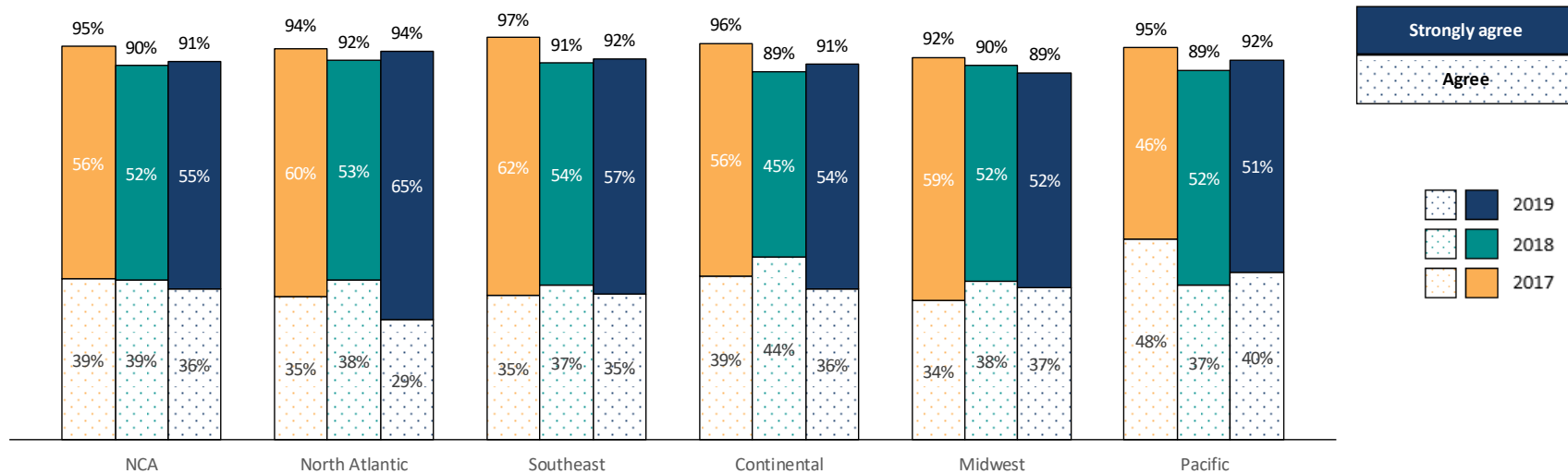
**Question 15: Prior to the service for your loved one, did you view the NCA videos illustrating different committal service options at VA cemeteries?**



District	NCA		North Atlantic		Southeast		Continental		Midwest		Pacific	
Year	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
n	22273	23762	3664	3763	4988	5491	3322	3233	4894	5309	5405	5966
Yes, I viewed it online	2.83%	3.30%	2.67%	2.76%	3.17%	3.41%	2.11%	2.69%	2.70%	3.01%	3.18%	4.12%
Yes, the funeral director provided it	3.69%	4.04%	3.08%	2.74%	4.31%	5.39%	4.33%	4.05%	3.62%	3.62%	3.18%	3.99%
No	93.49%	92.66%	94.24%	94.50%	92.52%	91.20%	93.56%	93.26%	93.69%	93.37%	93.64%	91.89%

## Committal Service(s): Next of Kin

Question 16: The video(s) helped me understand the burial process at the national cemetery.



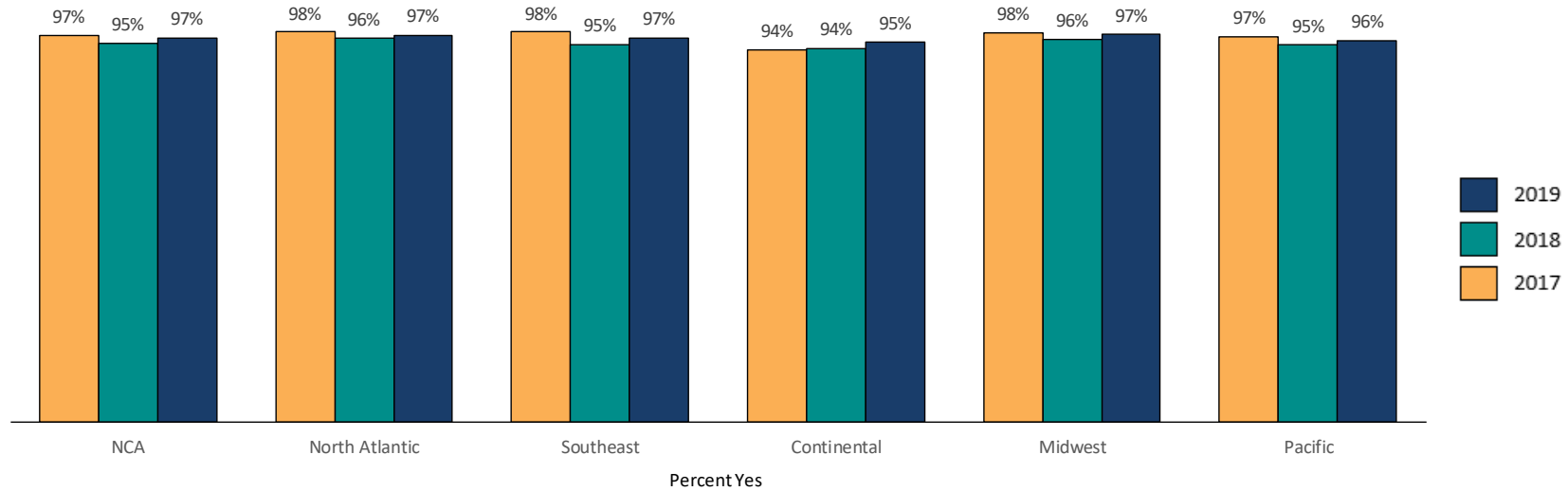
District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	751	1411	1634	107	203	189	204	365	457	94	207	203	143	300	326	203	336	459
Strongly agree	56.19%	51.59%	54.83%	59.81%	53.20%	64.55%*	62.25%	53.70%	56.67%	56.38%	44.93%	54.19%	58.74%	52.00%	51.84%	46.31%	52.08%	51.42%
Agree	38.75%	38.63%	36.41%	34.58%	38.42%	29.10%	34.80%	37.26%	35.23%	39.36%	43.96%	36.45%	33.57%	38.33%	36.81%	48.28%	37.20%	40.31%
Neither / nor	4.66%	9.50%**	8.57%	5.61%	8.37%	5.82%	2.94%	9.04%**	7.88%	3.19%	10.63%*	8.87%	7.69%	9.67%	11.35%	4.43%	9.82%*	8.28%
Disagree	0.27%	0.21%	0.06%	0.00%	0.00%	0.53%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.49%	0.89%	0.00%
Strongly disagree	0.13%	0.07%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.48%	0.49%	0.00%	0.00%	0.00%	0.49%	0.00%	0.00%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

Only respondents that indicated "Yes" to Question 15 (NoK) received this question.

## Committal Service(s): Next of Kin

Question 17: Was your experience at the national cemetery similar to the video on service options you viewed?

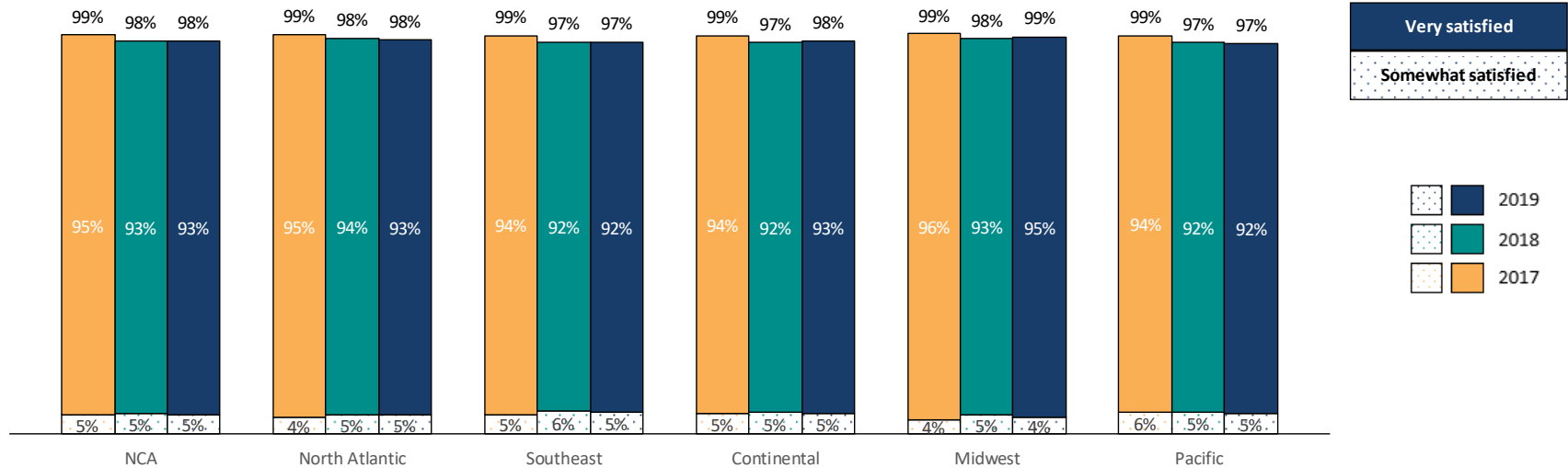


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	736	1374	1594	105	195	185	200	359	446	93	198	197	141	290	316	197	332	450
Yes	97.15%	95.27%	96.55%	98.10%	96.41%	97.30%	98.00%	94.99%	96.64%	93.55%	93.94%	95.43%	97.87%	96.21%	97.47%	96.95%	94.88%	96.00%
No	2.85%	4.73%	3.45%	1.90%	3.59%	2.70%	2.00%	5.01%	3.36%	6.45%	6.06%	4.57%	2.13%	3.79%	2.53%	3.05%	5.12%	4.00%

Only respondents that indicated "Yes" to Question 15 (NoK) received this question.

## Committal Service(s): Next of Kin

Question 18: If your loved one received military funeral honors, how satisfied were you with the quality of the honors received?



District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	10162	15171	15967	1920	2467	2511	2450	3447	3714	1323	2258	2135	2280	3453	3715	2189	3546	3892
Very satisfied	94.54%	92.54%	92.90%	95.05%	93.68%	93.15%	94.08%	91.88%	92.00%	93.88%	92.03%	92.55%	95.96%	93.43%	94.72%*	93.51%	91.88%	92.03%
Somewhat satisfied	4.60%	5.14%*	4.86%	4.06%	4.70%	4.82%	4.90%	5.54%	5.39%	5.14%	5.27%	5.11%	3.51%	4.75%*	4.04%	5.53%	5.36%	5.04%
Neither / nor	0.31%	1.31%**	1.19%	0.57%	1.05%	1.15%	0.20%	1.25%**	1.29%	0.38%	1.55%**	0.89%	0.18%	1.27%**	0.59%	0.32%	1.41%**	1.85%
Somewhat dissatisfied	0.39%	0.68%**	0.65%	0.26%	0.36%	0.64%	0.57%	0.93%	0.75%	0.53%	0.62%	0.75%	0.26%	0.41%	0.40%	0.37%	0.96%*	0.72%
Very dissatisfied	0.16%	0.33%**	0.41%	0.05%	0.20%	0.24%	0.24%	0.41%	0.57%	0.08%	0.53%*	0.70%	0.09%	0.14%	0.24%	0.27%	0.39%	0.36%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

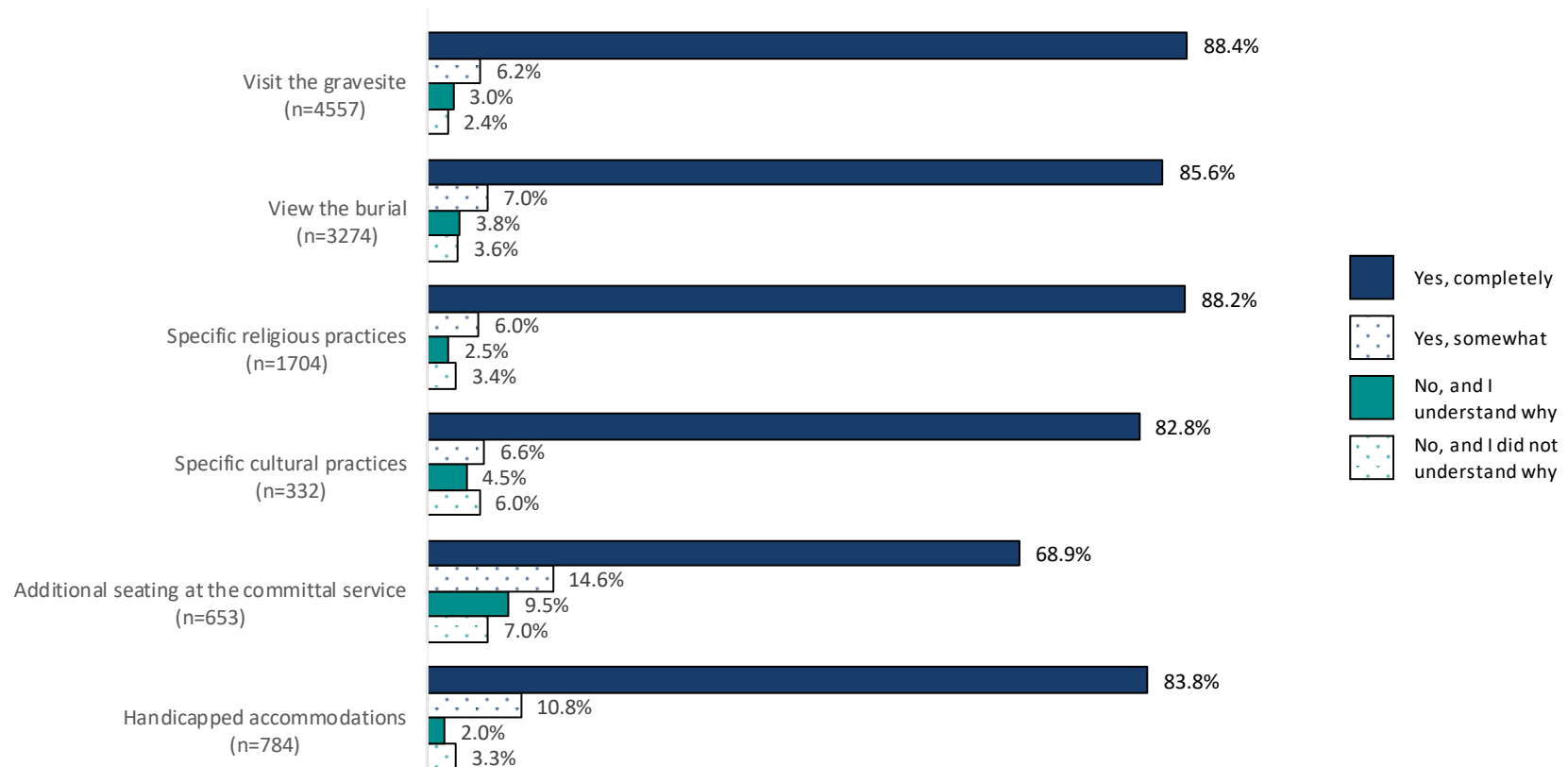
## Committal Service(s): Next of Kin

### ELEMENT OF COMPARISON

**By special need requested, how satisfied was the requestor with the cemetery's ability to accommodate the request?**

Question 12: At the committal service, did your family have any of the following special needs or requests?

Question 13: Was the cemetery able to accommodate these special needs or requests to your satisfaction?





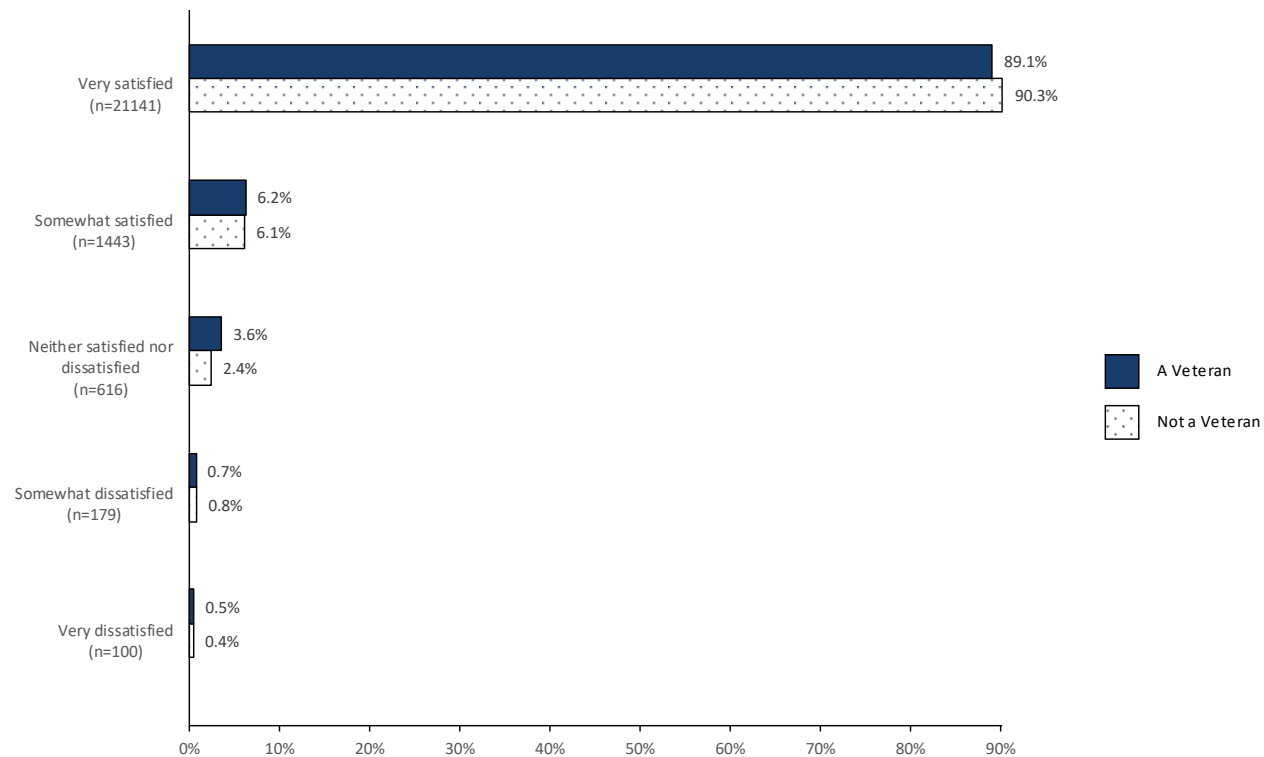
## Committal Service(s): Next of Kin

### ELEMENT OF COMPARISON

#### Satisfaction with the quality of the committal service at the national cemetery if you are...

Question 4: Have you ever served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit?

Question 19: Overall, how satisfied were you with the committal service at the national cemetery?



---

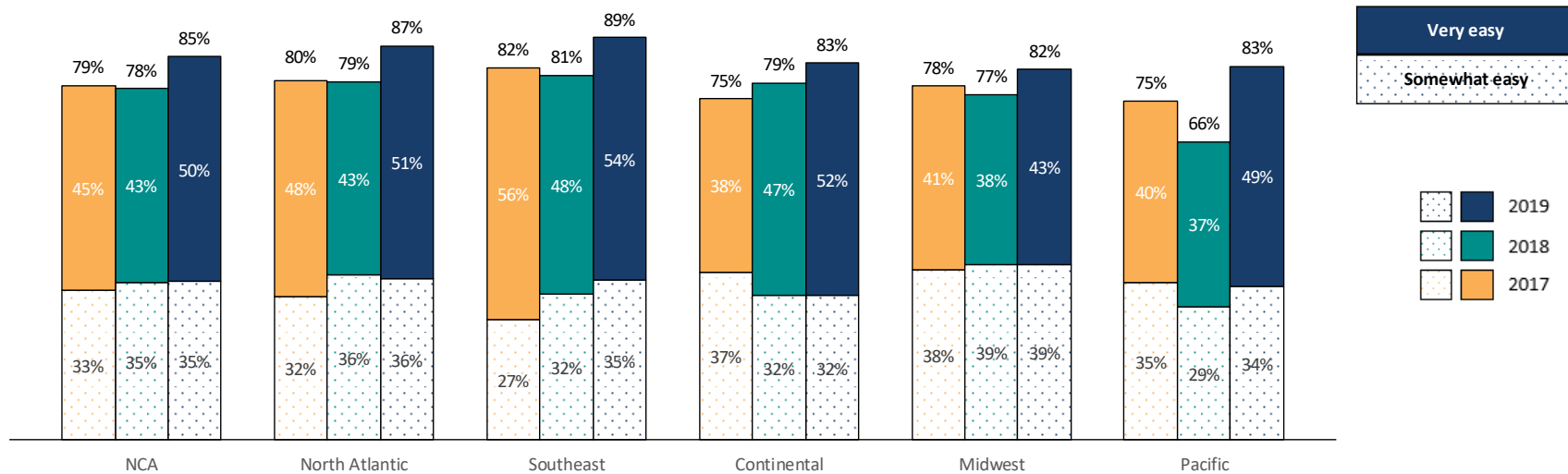
## Satisfaction with Committal Service Scheduling and Staff Support: Funeral Directors

### SECTION DESCRIPTION

- This section presents survey findings from funeral directors on their satisfaction with various aspects of committal services at the national cemetery with which they most frequently do business.
- Measures of overall satisfaction with the committal service are presented first, followed by responses to individual survey questions. Question-by-question comparative analyses (Elements of Comparison) are also presented in this section.
- For comparative purposes, data for each District are also presented.
- Due to rounding, some percentages may not sum to 100%.

## Committal Service Scheduling and Staff Support: Funeral Directors

Question 18: How easy is the process of scheduling an interment with the national cemetery?

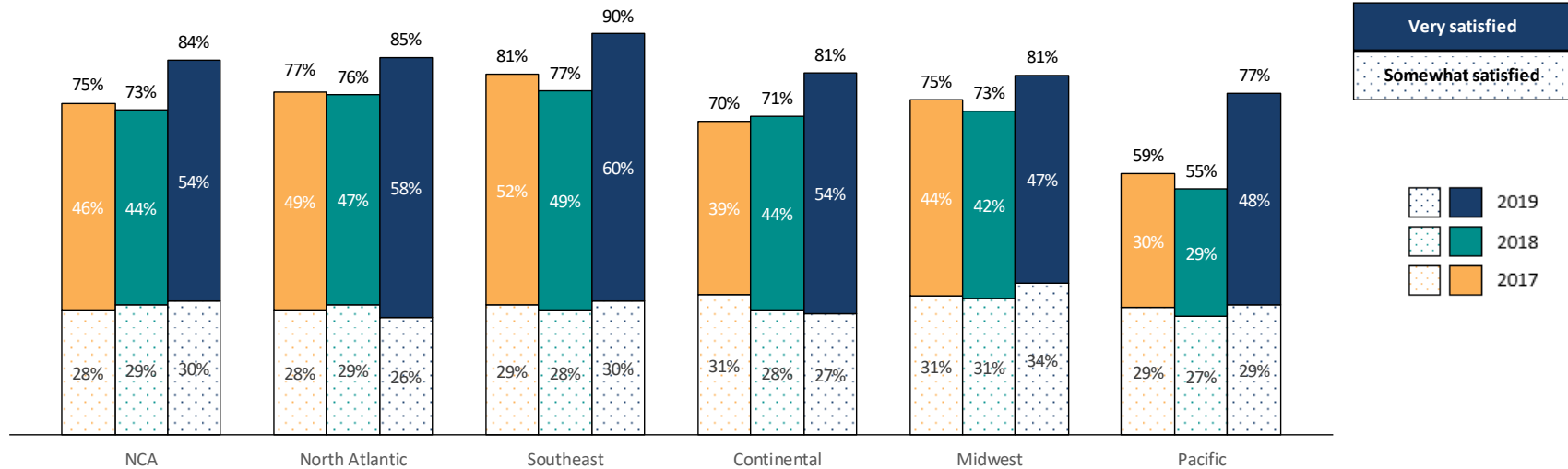


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	1293	2678	2513	261	513	507	188	434	394	159	334	301	323	665	606	132	286	185
Very easy	45.40%	42.83%	49.86%**	47.89%	42.88%	51.48%**	55.85%	48.39%	53.81%	38.36%	47.01%	51.50%	40.56%	37.74%	43.23%*	40.15%	36.71%	48.65%*
Somewhat easy	33.10%	34.91%	34.98%	31.80%	36.45%	35.70%	26.60%	32.26%	35.28%	37.11%	32.04%	31.89%	37.77%	38.80%	38.78%	34.85%	29.37%	34.05%
Neither / nor	9.59%	10.01%	8.75%	9.20%	9.36%	6.71%	11.70%	10.83%	8.12%	9.43%	9.28%	10.63%	10.53%	10.23%	9.24%	8.33%	12.59%	7.03%
Somewhat hard	8.74%	8.14%	5.17%	8.05%	7.99%	5.33%	4.79%	5.76%	2.28%	10.06%	7.78%	5.32%	8.98%	8.87%	6.27%	11.36%	13.99%	8.65%
Very hard	3.17%	4.11%	1.23%	3.07%	3.31%	0.79%	1.06%	2.76%	0.51%	5.03%	3.89%	0.66%	2.17%	4.36%	2.48%	5.30%	7.34%	1.62%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Committal Service Scheduling and Staff Support: Funeral Directors

Question 20: Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?

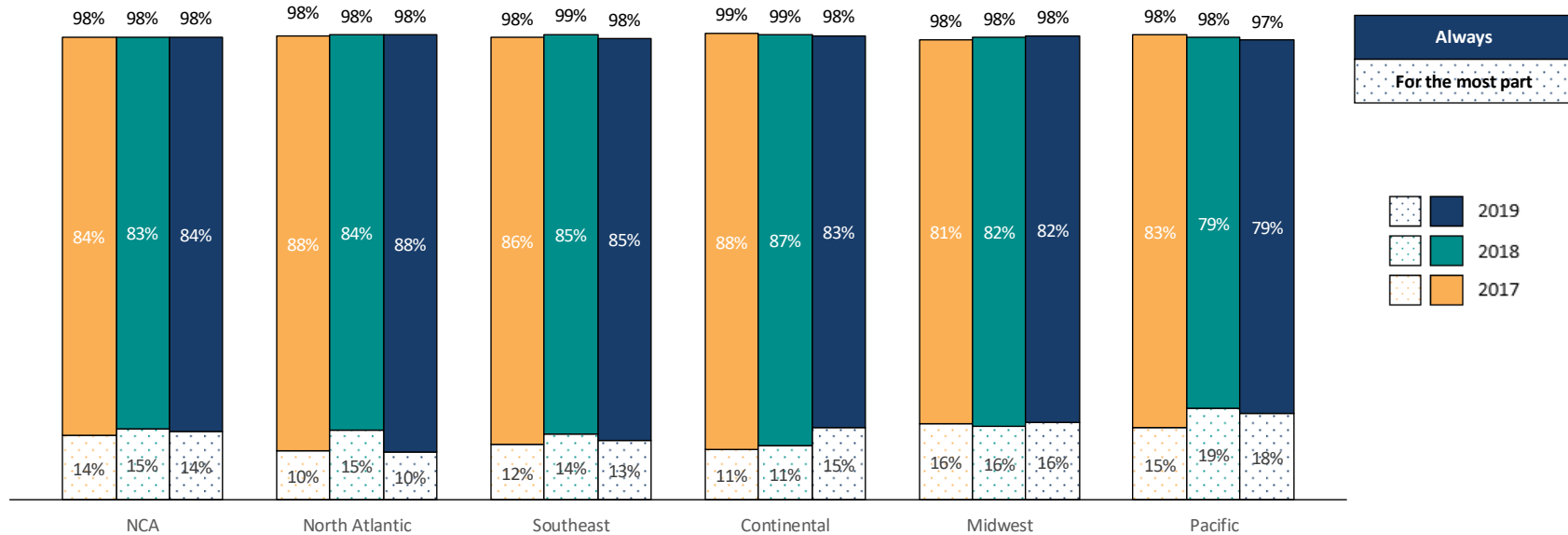


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	1292	2671	2510	260	512	504	189	434	394	159	333	300	324	663	606	133	286	185
Very satisfied	46.44%	43.65%	54.06%**	48.85%	47.07%	58.33%**	51.85%	49.08%	59.90%**	38.99%	43.54%	54.00%**	44.14%	41.93%	46.86%	30.08%	28.67%	47.57%**
Somewhat satisfied	28.10%	29.28%	30.00%	28.08%	29.30%	26.39%	29.10%	28.11%	30.20%	31.45%	27.93%	27.33%	31.17%	30.77%	33.99%	28.57%	26.57%	29.19%
Neither / nor	10.91%	9.58%	7.93%	11.92%	7.42%	7.14%	8.99%	10.60%	5.84%	11.32%	10.21%	8.00%	11.11%	10.11%	8.75%	15.04%	12.24%	11.35%
Somewhat dissatisfied	9.60%	11.91%*	6.41%	6.92%	12.30%*	7.34%	8.47%	9.91%	3.05%	12.58%	12.61%	9.00%	8.95%	11.61%	8.25%	18.05%	19.93%	8.11%
Very dissatisfied	4.95%	5.58%	1.59%	4.23%	3.91%	0.79%	1.59%	2.30%	1.02%	5.66%	5.71%	1.67%	4.63%	5.58%	2.15%	8.27%	12.59%	3.78%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Committal Service Scheduling and Staff Support: Funeral Directors

Question 21: During committal services, how often do you receive the support you need from cemetery staff?

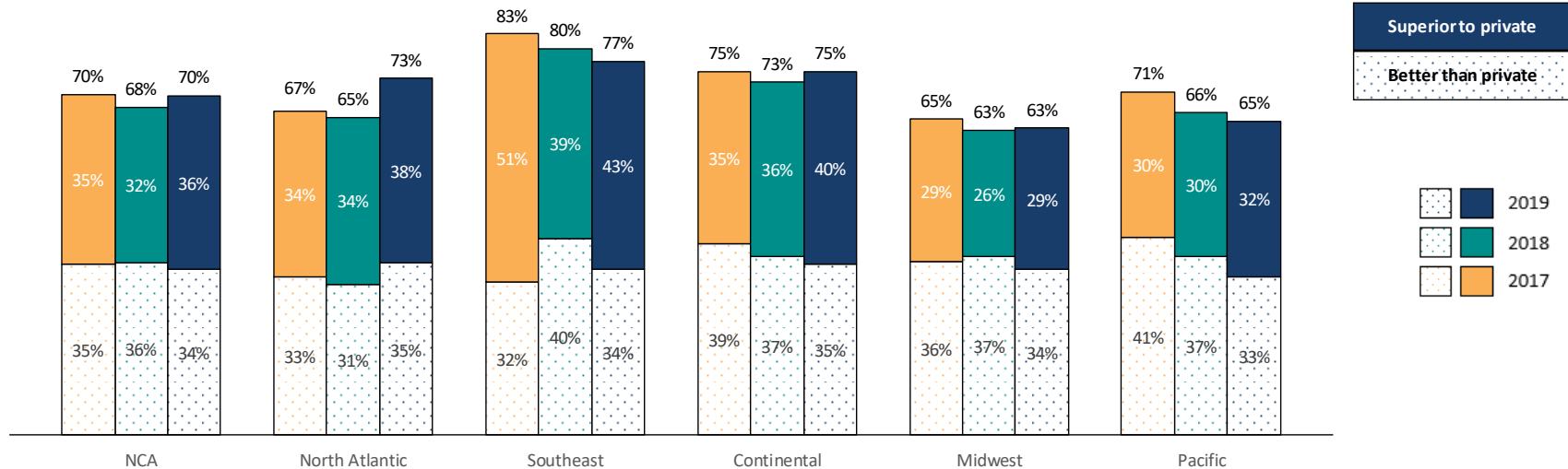


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	1290	2675	2511	262	512	504	188	435	394	159	334	301	321	664	607	132	284	186
Always	84.42%	82.88%	83.51%	87.79%	83.59%	88.29%	86.17%	84.83%	85.03%	88.05%	87.13%	83.06%	81.31%	82.23%	81.88%	83.33%	78.52%	79.03%
For the most part	13.57%	15.14%	14.46%	10.31%	14.84%	10.12%	11.70%	13.79%	12.69%	10.69%	11.38%	15.28%	16.20%	15.66%	16.31%	15.15%	19.37%	18.28%
Occasionally	1.63%	1.64%	1.63%	1.53%	1.17%	0.99%	2.13%	1.15%	1.78%	1.26%	1.20%	1.66%	1.87%	1.66%	1.65%	0.76%	1.76%	1.61%
Never	0.39%	0.34%	0.40%	0.38%	0.39%	0.60%	0.00%	0.23%	0.51%	0.00%	0.30%	0.00%	0.62%	0.45%	0.16%	0.76%	0.35%	1.08%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Committal Service Scheduling and Staff Support: Funeral Directors

**Question 11: Overall, how would you compare the level of service you receive from the national cemetery with the level of service you receive from private cemeteries?**

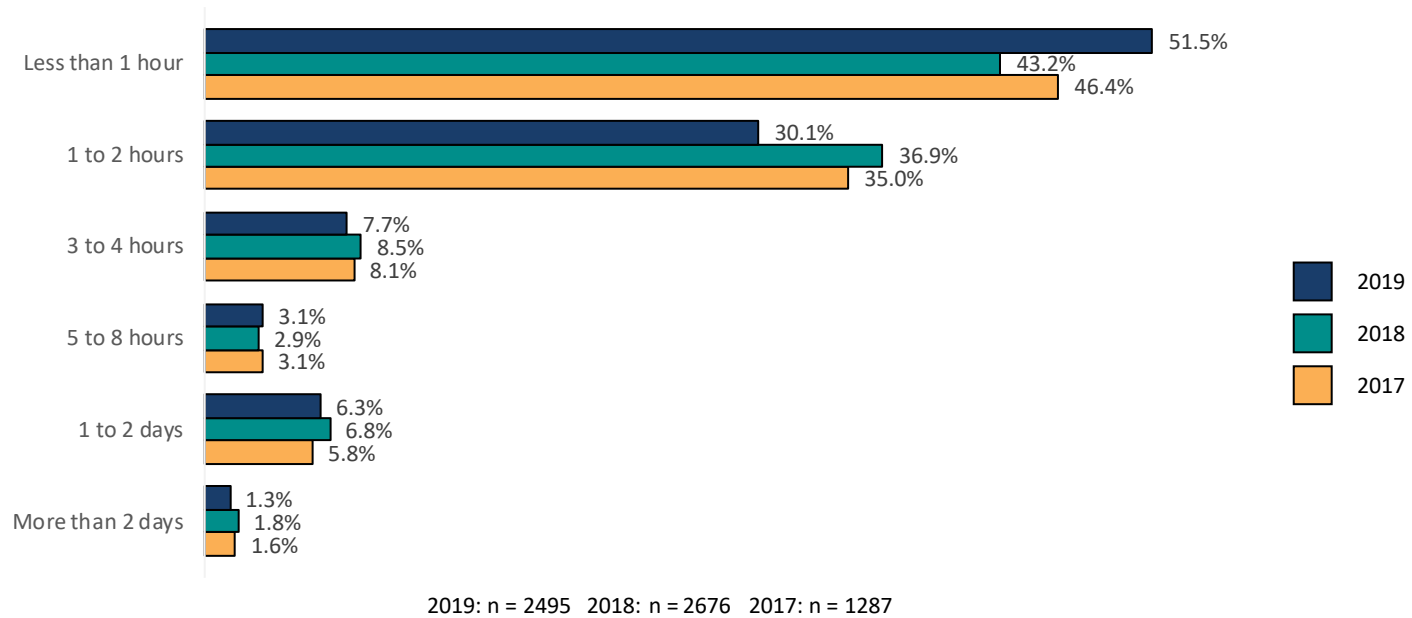


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	1297	2682	2509	264	518	508	190	433	394	155	337	298	323	662	608	133	283	184
Superior to private	35.08%	32.07%	35.87%**	34.09%	34.36%	37.99%	51.05%	39.26%	42.64%	35.48%	35.91%	39.60%	29.41%	25.98%	29.11%	30.08%	29.68%	32.07%
Better than private	35.16%	35.53%	34.08%	32.58%	31.08%	35.43%	31.58%	40.42%*	34.26%	39.35%	36.80%	35.23%	35.60%	36.71%	34.05%	40.60%	36.75%	32.61%
About the same	27.14%	29.79%	27.94%	30.30%	31.08%	24.61%	16.32%	19.86%	22.59%	23.23%	25.82%	24.16%	32.51%	34.59%	33.22%	27.07%	30.04%	32.07%
Worse than private	2.24%	2.16%	1.79%	2.65%	3.09%	1.77%	1.05%	0.46%	0.25%	1.94%	1.48%	1.01%	2.17%	2.27%	2.96%	2.26%	3.18%	3.26%
Much worse than private	0.39%	0.45%	0.32%	0.38%	0.39%	0.20%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.31%	0.45%	0.66%	0.00%	0.35%	0.00%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Committal Service Scheduling and Staff Support: Funeral Directors

**Question 19: How long does it typically take to confirm the scheduling of an interment with the National Cemetery Scheduling Office?**

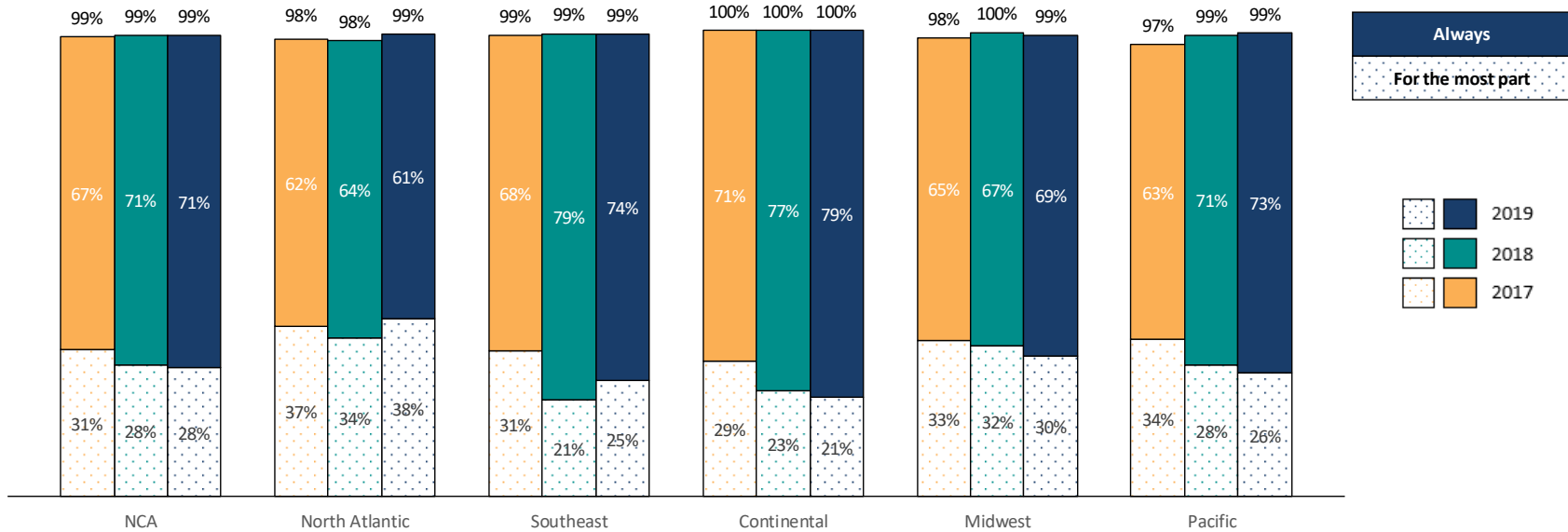


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
2 hours or less N	1047	2143	2036	205	408	406	170	372	342	124	269	242	259	526	491	112	239	161
2 hours or less %	81.35%	80.08%	81.60%	79.15%	80.00%	80.87%	90.43%	85.52%	87.25%	78.48%	81.02%	81.21%	80.43%	78.98%	81.29%	84.21%	83.28%	88.95%

\* Strategic Performance Target = 80%

## Committal Service Scheduling and Staff Support: Funeral Directors

Question 22: Generally, how often do committal services at the national cemetery start on time?



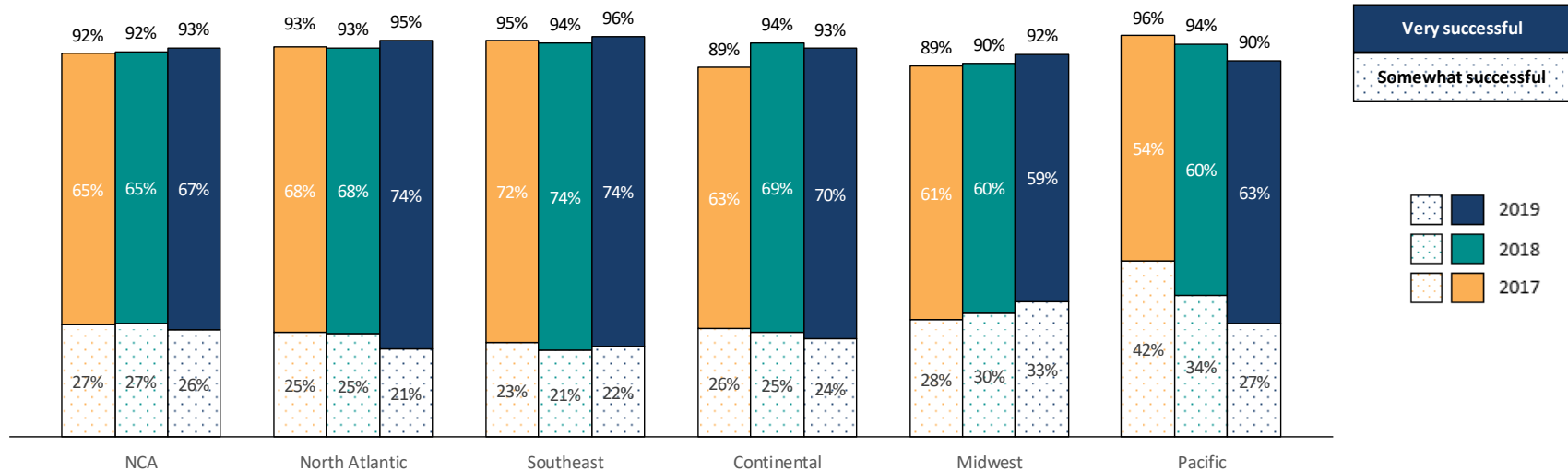
District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	1286	2674	2510	260	513	504	186	435	394	158	334	301	323	663	607	131	284	185
Always	67.03%	70.83%	71.24%	61.54%	63.94%	61.11%	67.74%	78.62%	74.37%	70.89%	77.25%	78.74%	65.02%	67.27%	68.86%	63.36%	70.77%	72.97%
For the most part	31.49%	28.16%	27.69%	36.54%	33.92%	38.10%	31.18%	20.69%	24.87%	29.11%	22.75%	21.26%	33.44%	32.28%	30.15%	33.59%	28.17%	26.49%
Occasionally	1.24%	0.90%	0.96%	1.54%	1.75%	0.79%	1.08%	0.69%	0.76%	0.00%	0.00%	0.00%	1.24%	0.30%	0.99%	3.05%	1.06%	0.54%
Never	0.23%	0.11%	0.12%	0.38%	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.15%	0.00%	0.00%	0.00%	0.00%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$



## Committal Service Scheduling and Staff Support: Funeral Directors

**Question 23: If you are delayed in arriving at the national cemetery for a scheduled service, how successful is the cemetery in adjusting the schedule to accommodate the family?**

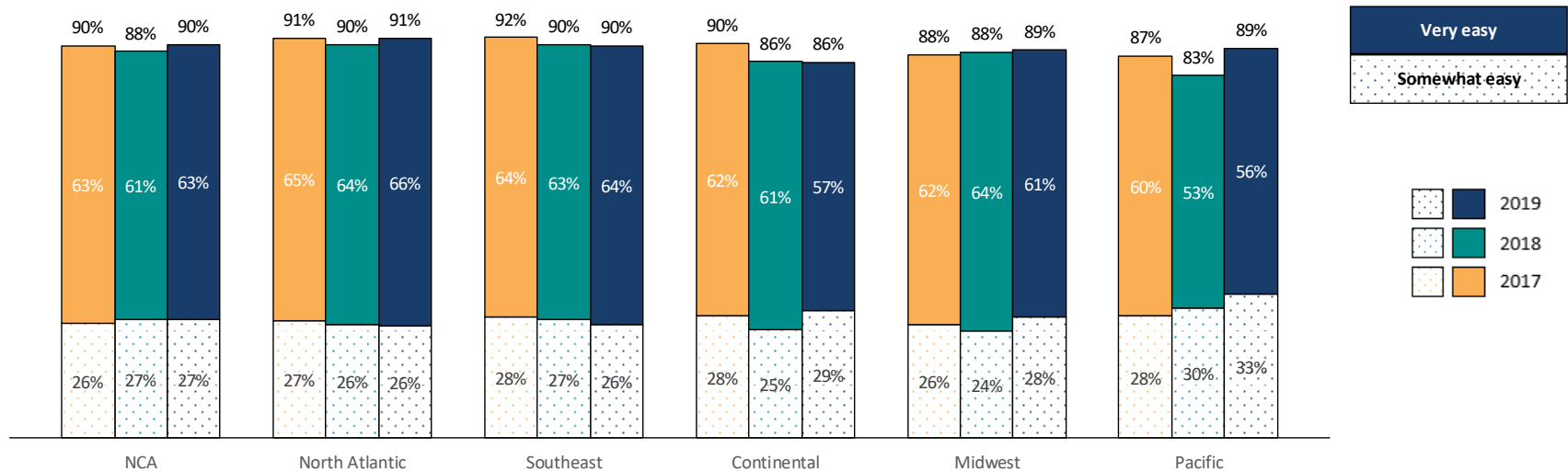


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	786	1521	1469	168	311	303	119	268	244	96	179	174	182	339	326	78	156	103
Very successful	65.01%	65.35%	67.46%	68.45%	68.49%	73.93%	72.27%	73.51%	74.18%	62.50%	69.27%	69.54%	60.99%	59.88%	59.20%	53.85%	60.26%	63.11%
Somewhat successful	26.84%	27.09%	25.80%	25.00%	24.76%	21.12%	22.69%	20.90%	21.72%	26.04%	25.14%	23.56%	28.02%	29.79%	32.52%	42.31%	33.97%	27.18%
Neither / nor	4.07%	5.19%	4.70%	2.38%	4.82%	3.30%	2.52%	4.48%	2.87%	4.17%	2.79%	4.60%	6.59%	7.96%	5.52%	0.00%	4.49%	5.83%
Somewhat unsuccessful	2.42%	1.58%	1.57%	2.38%	1.29%	1.32%	0.84%	0.75%	0.82%	5.21%	2.23%	2.30%	3.30%	1.18%	1.53%	0.00%	0.64%	3.88%
Very unsuccessful	1.65%	0.79%	0.48%	1.79%	0.64%	0.33%	1.68%	0.37%	0.41%	2.08%	0.56%	0.00%	1.10%	1.18%	1.23%	3.85%	0.64%	0.00%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Committal Service Scheduling and Staff Support: Funeral Directors

### Question 24: How easy is it to schedule military honors at the national cemetery?

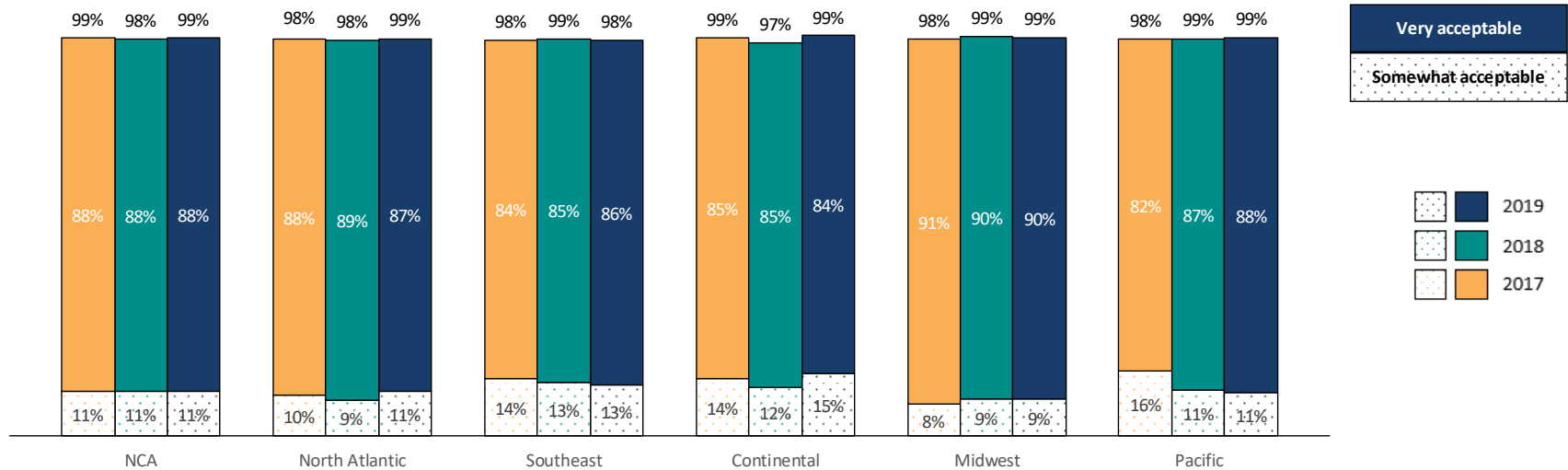


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	1236	2578	2436	258	501	493	177	416	386	151	321	289	320	648	598	126	279	182
Very easy	63.43%	61.33%	62.81%	64.73%	63.87%	65.72%	63.84%	62.98%	63.73%	62.25%	61.37%	56.75%	61.56%	63.89%	61.04%	59.52%	53.05%	56.04%
Somewhat easy	26.21%	26.96%	27.05%	26.74%	25.95%	25.56%	27.68%	26.92%	25.91%	27.81%	24.61%	29.07%	25.94%	24.38%	27.59%	27.78%	29.75%	32.97%
Neither / nor	6.80%	7.37%	6.65%	6.59%	6.59%	6.49%	7.91%	7.45%	8.29%	7.28%	9.03%	9.34%	7.50%	6.17%	5.69%	5.56%	11.47%	7.14%
Somewhat hard	3.24%	3.61%	3.04%	1.94%	3.19%	2.03%	0.56%	2.64%	2.07%	1.99%	4.05%	4.15%	4.69%	4.01%	4.85%	6.35%	4.66%	3.30%
Very hard	0.32%	0.74%	0.45%	0.00%	0.40%	0.20%	0.00%	0.00%	0.00%	0.66%	0.93%	0.69%	0.31%	1.54%	0.84%	0.79%	1.08%	0.55%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Committal Service Scheduling and Staff Support: Funeral Directors

### Question 25: To what extent is the quality of military honors acceptable?



District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	1223	2524	2379	255	492	484	176	404	376	149	315	285	317	640	583	124	274	178
Very acceptable	87.74%	87.52%	87.60%	88.24%	89.23%	87.40%	84.09%	85.15%	85.64%	84.56%	85.40%	83.86%	90.54%	89.84%	89.71%	82.26%	87.23%	88.20%
Somewhat acceptable	10.96%	10.90%	11.10%	10.20%	8.94%	11.16%	14.20%	13.37%	12.50%	14.09%	12.06%	15.44%	7.89%	9.22%	9.09%	16.13%	11.31%	10.67%
Neither / nor	0.90%	0.87%	0.97%	1.18%	1.02%	1.03%	1.70%	0.74%	1.33%	1.34%	1.59%	0.70%	0.63%	0.47%	0.86%	0.81%	0.73%	0.56%
Somewhat unacceptable	0.41%	0.63%	0.29%	0.39%	0.41%	0.21%	0.00%	0.74%	0.53%	0.00%	0.95%	0.00%	0.95%	0.47%	0.34%	0.81%	0.73%	0.56%
Very unacceptable	0.00%	0.08%	0.04%	0.00%	0.41%	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

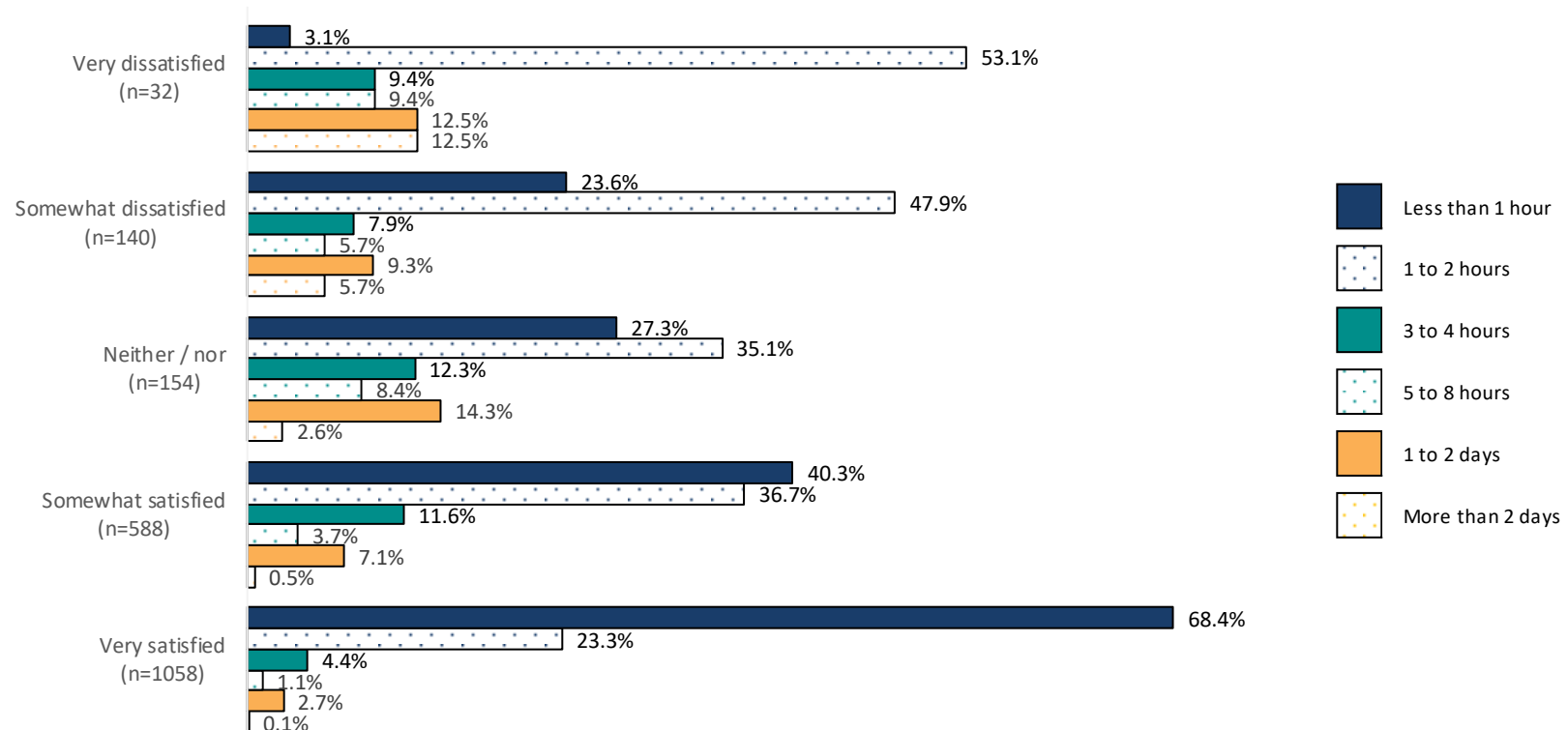
## Committal Service Scheduling and Staff Support: Funeral Directors

### ELEMENT OF COMPARISON

**Length of time needed to schedule an interment by satisfaction with length of time needed to schedule an interment.**

Question 20: Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?

Question 19: How long does it typically take to confirm the scheduling of an interment with the National Cemetery Scheduling Office?



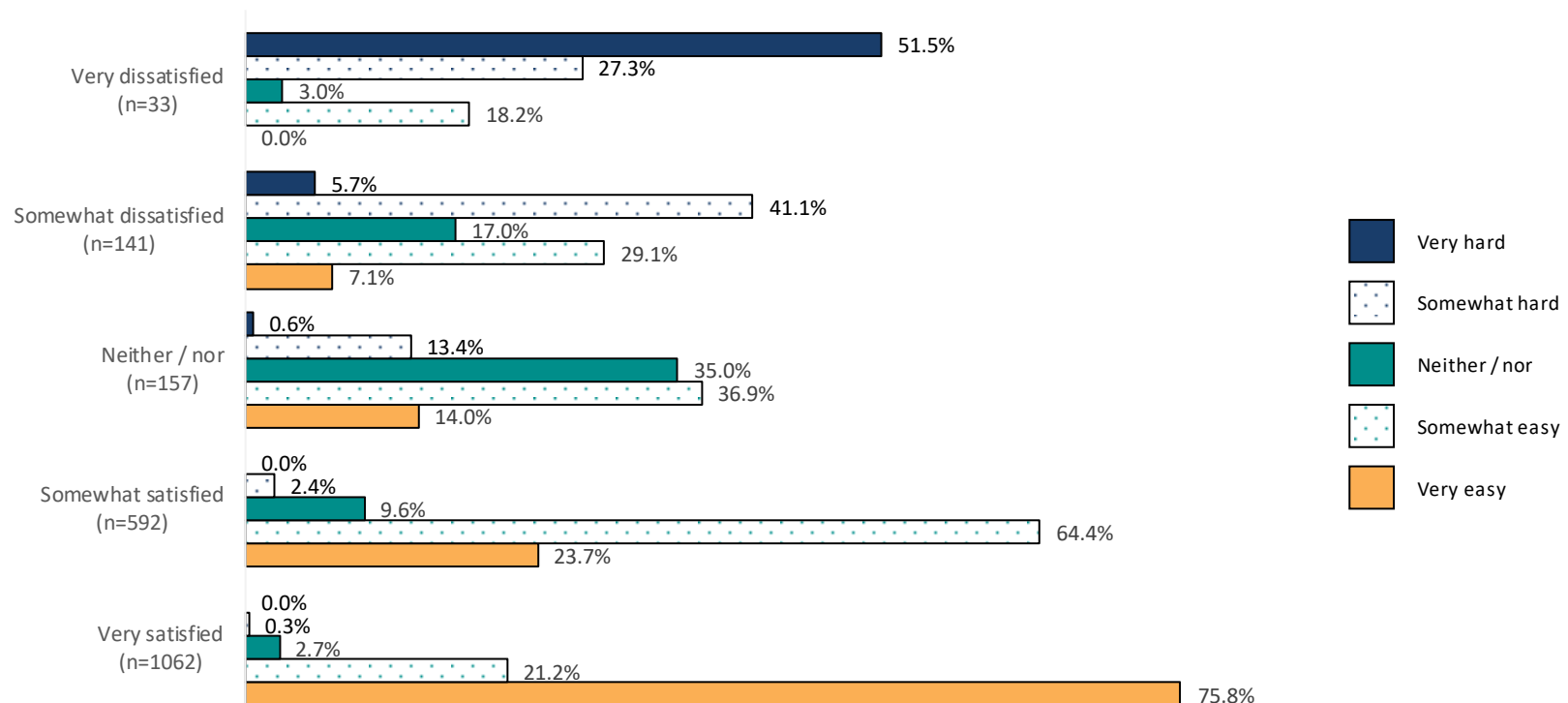
## Committal Service Scheduling and Staff Support: Funeral Directors

### ELEMENT OF COMPARISON

**Satisfaction with length of time needed to schedule an interment by how easy it is to schedule an interment.**

Question 20: Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?

Question 18: How easy is the process of scheduling an interment at the national cemetery?



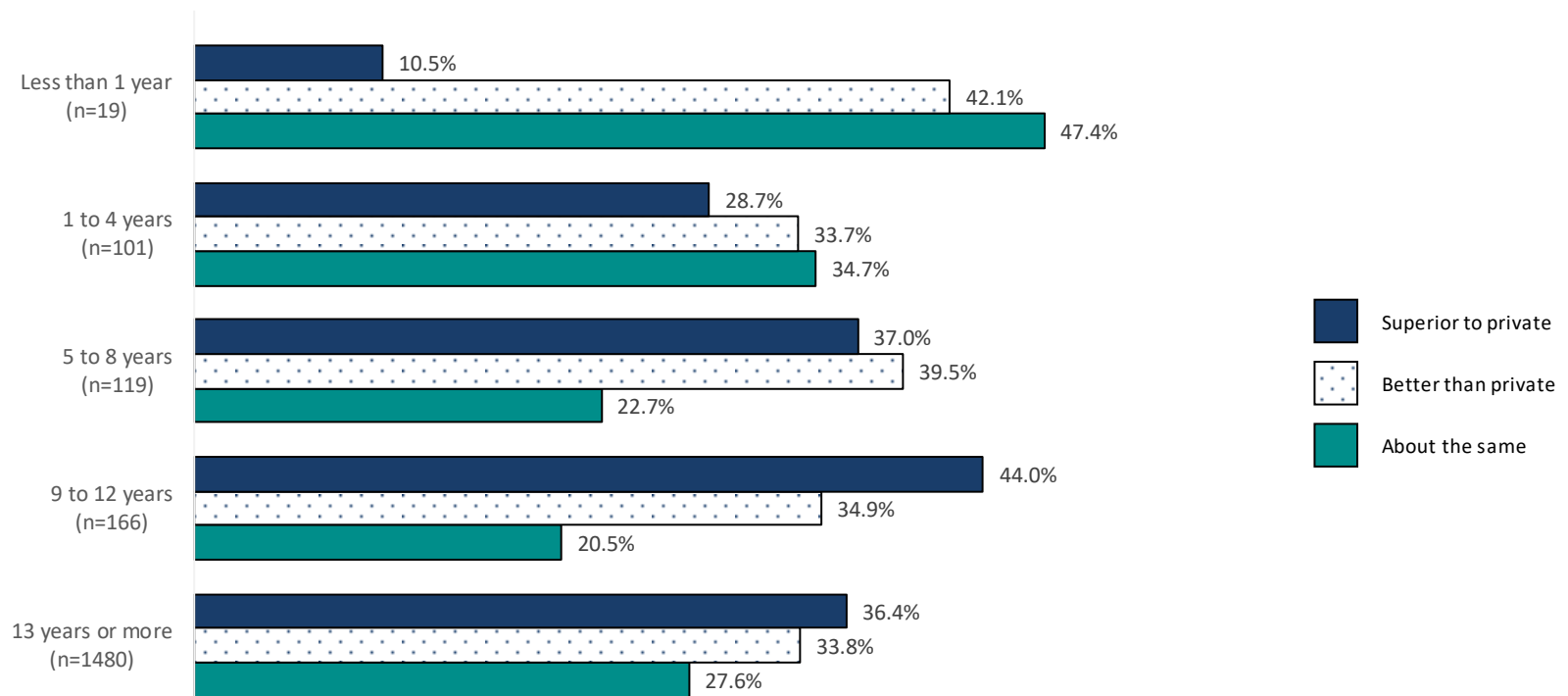
## Committal Service Scheduling and Staff Support: Funeral Directors

### ELEMENT OF COMPARISON

Comparing the level of service at the national cemetery vs. the level of service at private cemeteries by how long the funeral home has worked with the national cemetery.

Question 11: Overall, how would you compare the level of service you receive from the national cemetery with the level of service you receive from private cemeteries?

Question 3: How long has your funeral home worked with the national cemetery?



---

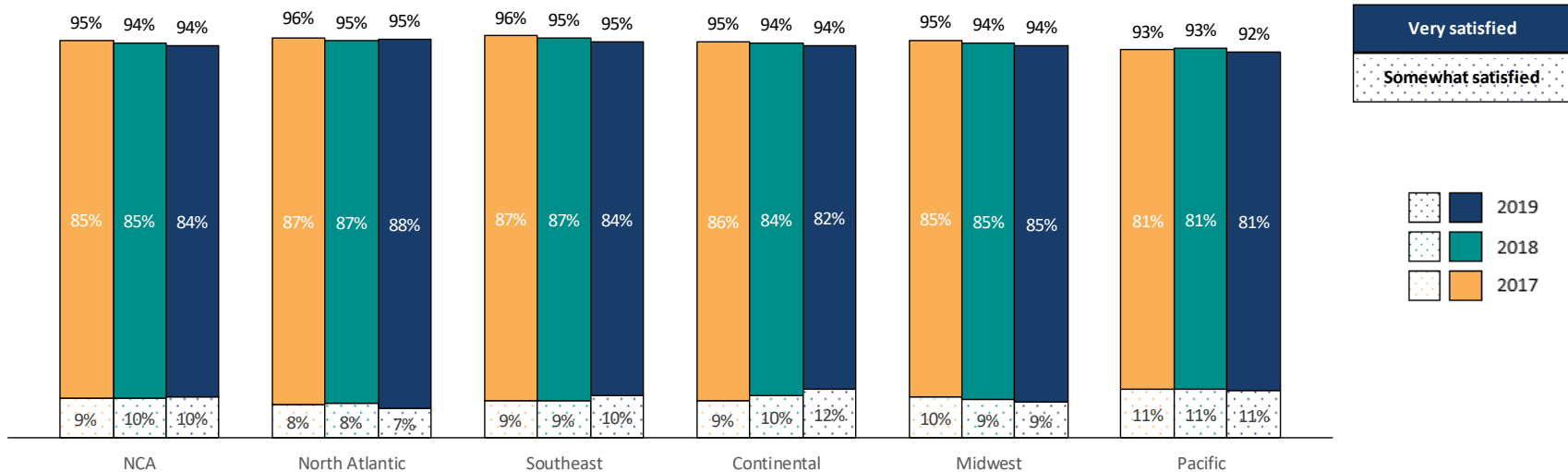
## **Satisfaction with Headstones, Markers and Columbarium Niche Covers: Next of Kin**

### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin on their satisfaction with headstones, markers, medallions, and columbarium niche covers.
- Measures of overall satisfaction with headstones, markers, and columbarium niche covers are presented first, followed by responses to individual survey questions.
- For comparative purposes, data for each District are also presented.
- Due to rounding, some percentages may not sum to 100%.

## Headstones, Markers and Columbarium Niche Covers: Next of Kin

**Question 22: How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?**



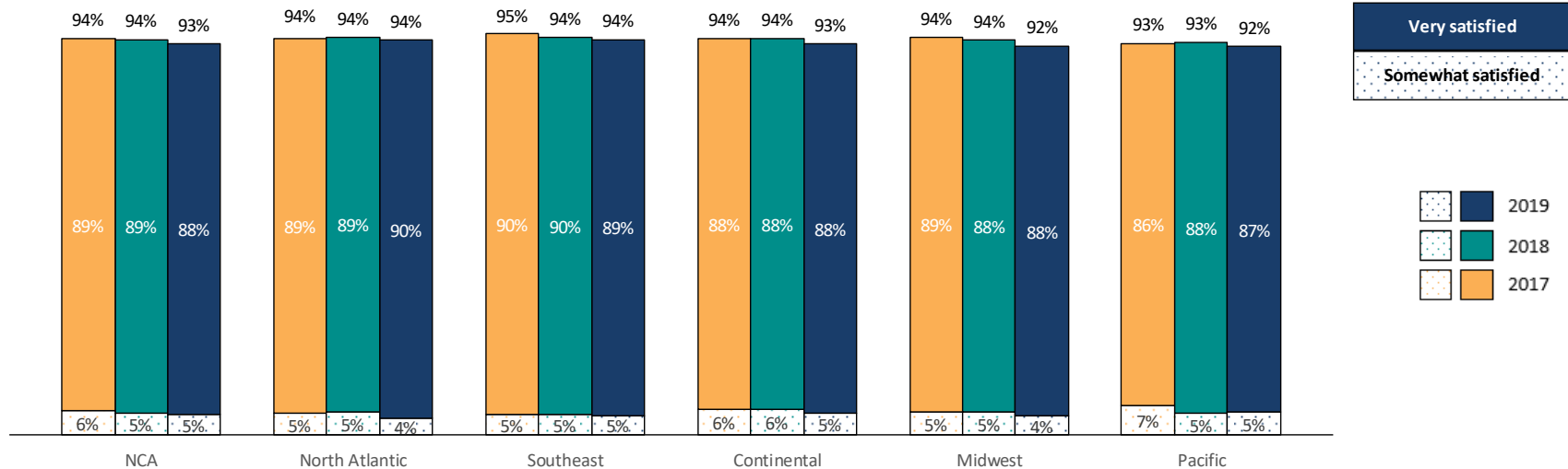
District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	16233	21713	22208	3033	3555	3495	3872	4914	5192	2144	3241	3059	3508	4767	4935	3675	5236	5527
Very satisfied	85.23%	84.70%	83.92%	87.44%	86.61%	87.93%	87.09%	86.65%	84.48%	85.68%**	84.14%	82.05%	85.29%	85.21%	84.96%	81.12%	81.44%	80.98%
Somewhat satisfied	9.48%	9.57%	9.77%	8.08%	8.13%	7.15%	8.88%	8.77%	10.03%*	8.82%	10.06%	11.54%	9.69%**	9.04%	8.65%	11.46%	11.46%	11.18%
Neither / nor	3.92%	4.63%**	4.58%	3.66%	4.42%	3.83%	2.84%	3.64%*	3.72%	3.68%	4.54%	4.22%	3.96%	4.89%*	4.70%	5.39%	5.52%	5.97%
Somewhat dissatisfied	0.98%	0.78%	1.27%**	0.63%	0.56%	0.89%	0.90%	0.67%	1.41%**	1.17%	0.86%	1.50%*	0.91%	0.61%	1.20%**	1.31%	1.15%	1.30%
Very dissatisfied	0.39%	0.33%	0.46%*	0.20%	0.28%	0.20%	0.28%	0.26%	0.37%	0.65%	0.40%	0.69%	0.14%	0.25%	0.49%	0.73%	0.44%	0.56%

\* Indicates a statistical significant positive change from the previous year, p <.05; \*\* Indicates a statistical significant positive change from the previous year, p <.01



## Headstones, Markers and Columbarium Niche Covers: Next of Kin

**Question 24: Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?**



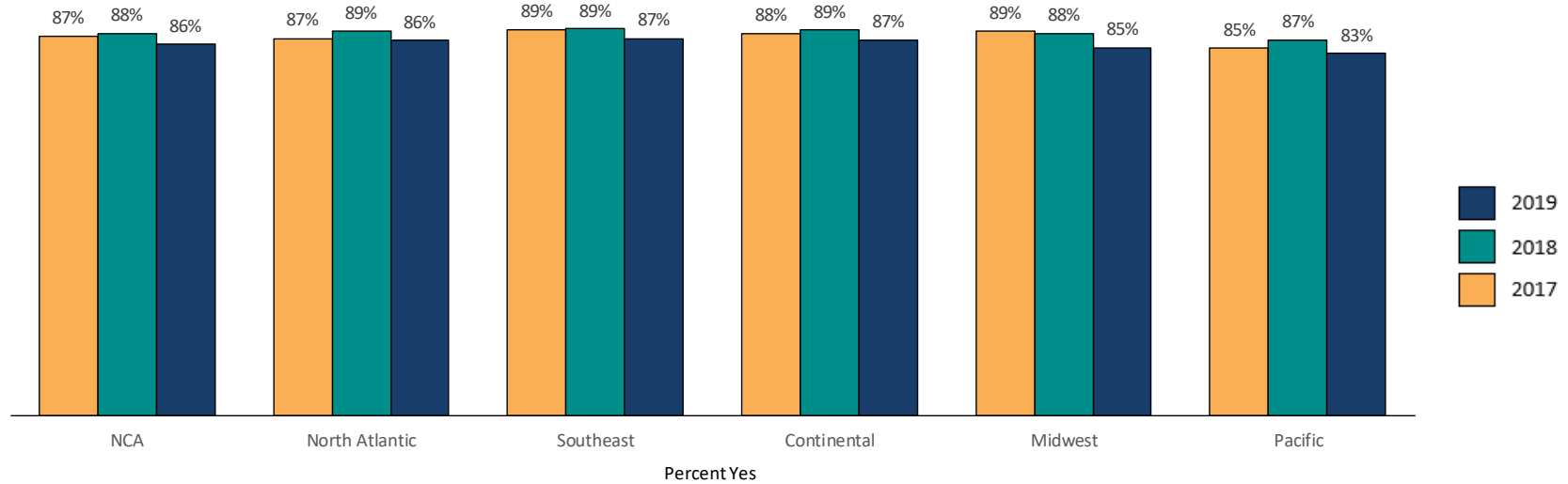
District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	15579	21136	21251	2900	3459	3351	3726	4790	4962	2069	3167	2953	3378	4642	4714	3505	5078	5271
Very satisfied	88.52%	88.57%	88.15%	89.03%	88.93%	89.88%	90.28%	89.62%	89.14%	88.01%	87.87%	87.61%	88.99%	88.17%	87.84%	86.08%	88.14%**	86.70%
Somewhat satisfied	5.61%	5.29%	4.73%	5.00%	5.41%	3.79%	4.86%	4.72%	4.68%	6.04%	6.16%	5.15%	5.42%	5.49%	4.41%	6.85%	5.04%	5.43%
Neither / nor	4.25%	4.72%*	5.61%**	4.59%	4.68%	5.16%	3.60%	4.41%	4.92%	3.62%	4.36%	5.15%	4.20%	4.89%	5.92%*	5.08%	5.10%	6.55%**
Somewhat dissatisfied	1.03%	0.94%	0.96%	0.69%	0.69%	0.72%	0.78%	0.84%	0.83%	1.79%	0.88%	1.42%*	0.92%	1.01%	1.15%	1.23%	1.16%	0.80%
Very dissatisfied	0.59%	0.48%	0.55%	0.69%	0.29%	0.45%	0.48%	0.42%	0.44%	0.53%	0.73%	0.68%	0.47%	0.43%	0.68%	0.77%	0.55%	0.53%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

Respondents that indicated "Don't know/the marker or headstone has not yet arrived" to Question 22 (NoK) did not receive this question.

## Headstones, Markers and Columbarium Niche Covers: Next of Kin

Question 23: When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?

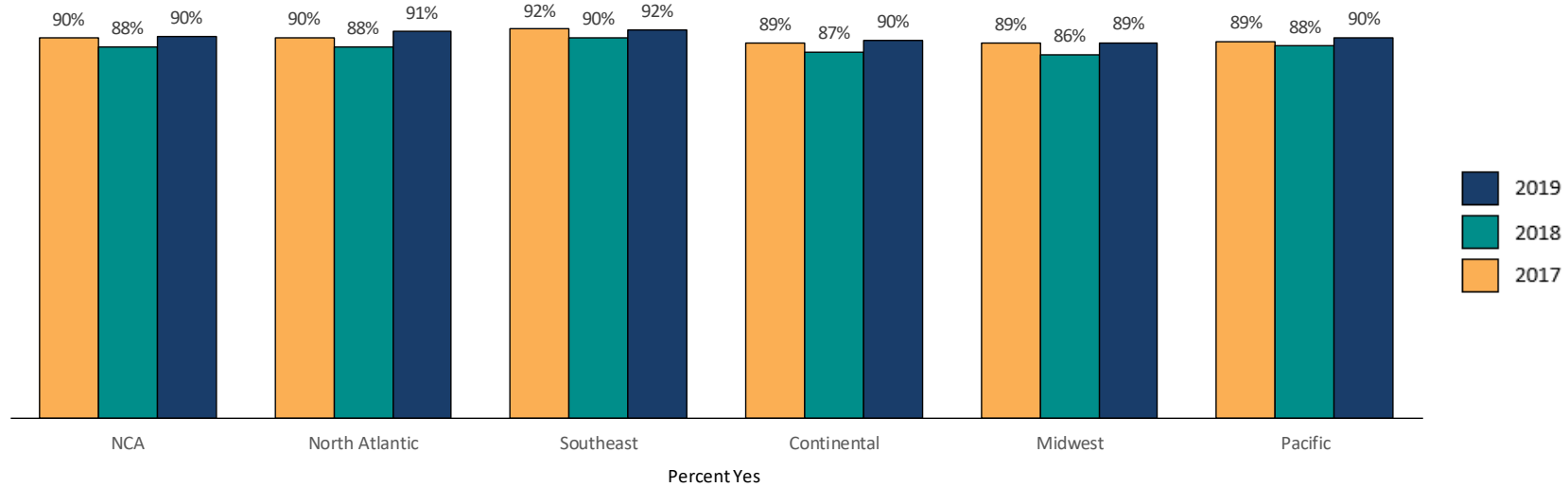


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	16111	21689	22033	3013	3557	3471	3841	4912	5140	2124	3230	3036	3487	4756	4896	3645	5234	5490
Yes	87.40%	88.15%	85.50%	86.92%	88.59%	86.46%	88.91%	89.19%	86.98%	88.14%	88.85%	86.66%	88.53%	87.99%	84.87%	84.69%	86.59%	83.44%
No	3.60%	3.36%	3.17%	2.95%	3.04%	2.62%	3.49%	2.77%	2.82%	3.39%	3.72%	3.79%	3.15%	3.34%	3.10%	4.80%	3.92%	3.55%
Don't know	9.00%	8.49%	11.33%	10.12%	8.38%	10.92%	7.60%	8.04%	10.19%	8.47%	7.43%	9.55%	8.32%	8.66%	12.03%	10.51%	9.50%	13.01%

Respondents that indicated "Don't know/the marker or headstone has not yet arrived" to Question 22 (NoK) did not receive this question.

## Headstones, Markers and Columbarium Niche Covers: Next of Kin

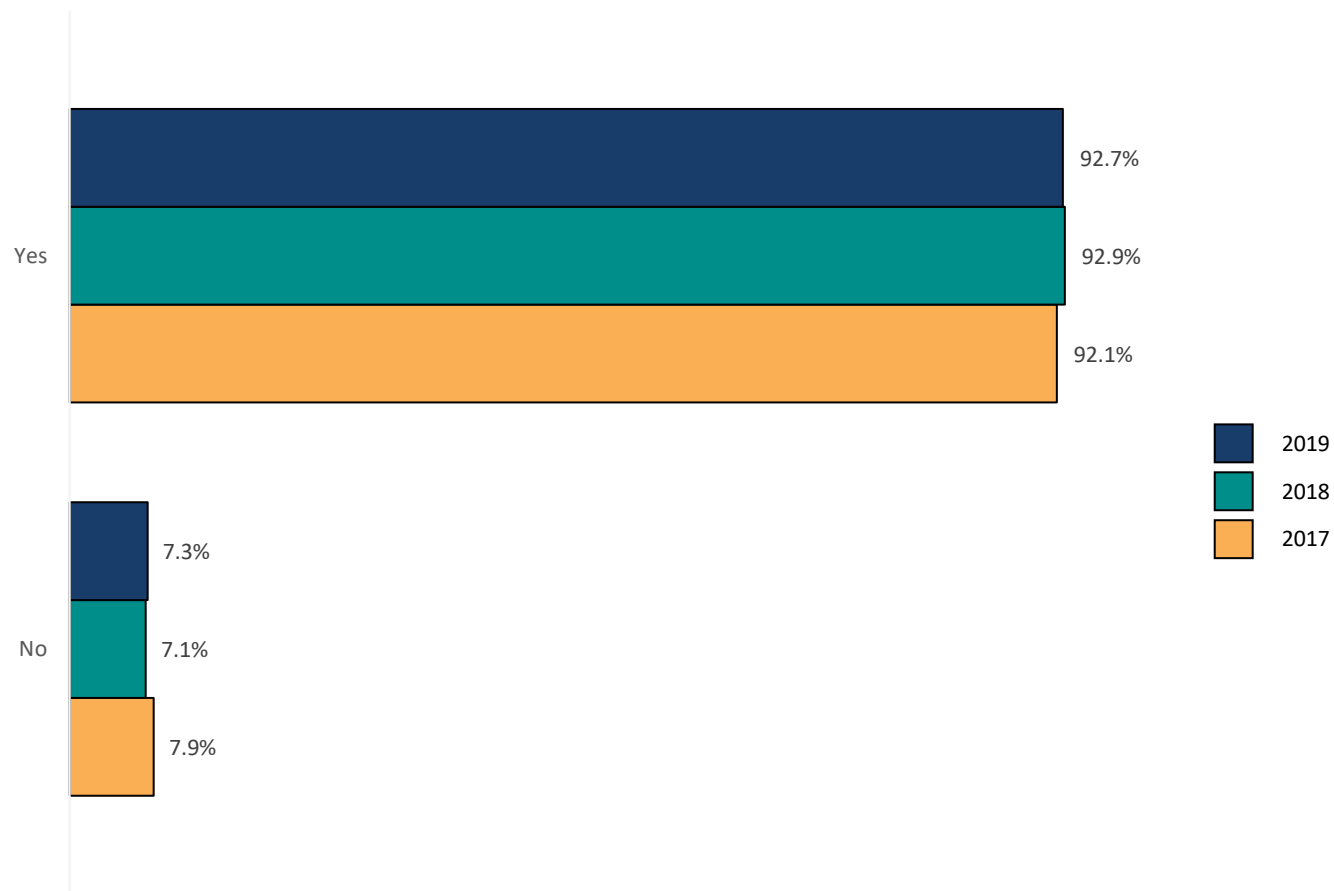
Question 20: Were the headstone, marker, or columbarium niche cover inscription options explained to you?



District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	16983	22391	23847	3197	3676	3778	4018	5037	5526	2235	3339	3250	3673	4912	5310	3859	5427	5983
Yes	89.90%	87.88%	90.41%	90.08%	87.95%	91.45%	92.14%	90.09%	91.97%	88.81%	86.76%	89.54%	88.70%	86.01%	88.89%	89.19%	88.17%	90.16%
No	5.72%	4.95%	4.07%	5.51%	4.84%	3.28%	4.11%	4.13%	3.26%	7.02%	5.54%	5.26%	6.62%	5.74%	4.92%	5.99%	4.70%	3.91%
Don't know	4.37%	7.17%	5.52%	4.41%	7.21%	5.27%	3.76%	5.78%	4.78%	4.16%	7.70%	5.20%	4.68%	8.25%	6.20%	4.82%	7.13%	5.93%

## Headstones, Markers and Columbarium Niche Covers: Next of Kin

Question 21: Did you feel you had sufficient time to make a decision on the headstone, marker, or columbarium niche cover inscription?



2019: n = 23818 2018: n = 22405 2017: n = 16695

---

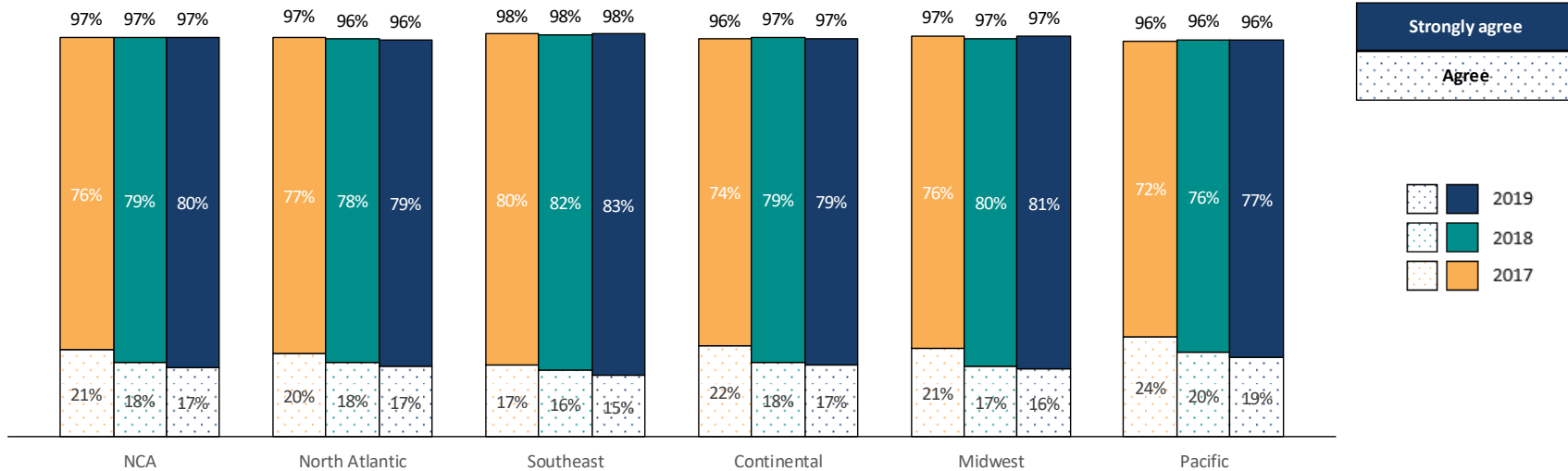
## **Satisfaction with Cemetery Appearance and Visitor Accommodations**

### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin and funeral directors on their satisfaction with their national cemetery's appearance and visitor accommodations.
- Measures of overall satisfaction with cemetery appearance and visitor accommodations are presented first, followed by responses to individual survey questions.
- Questions that were asked of both next of kin and funeral directors are presented together in All Respondents graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for next of kin, and the second is the question number for funeral directors.
- For comparative purposes, data for each District are also presented.
- Due to rounding, some percentages may not sum to 100%.

## Cemetery Appearance and Visitor Accommodations

**Question 40: The appearance of my loved one's gravesite/columbaria is excellent.**

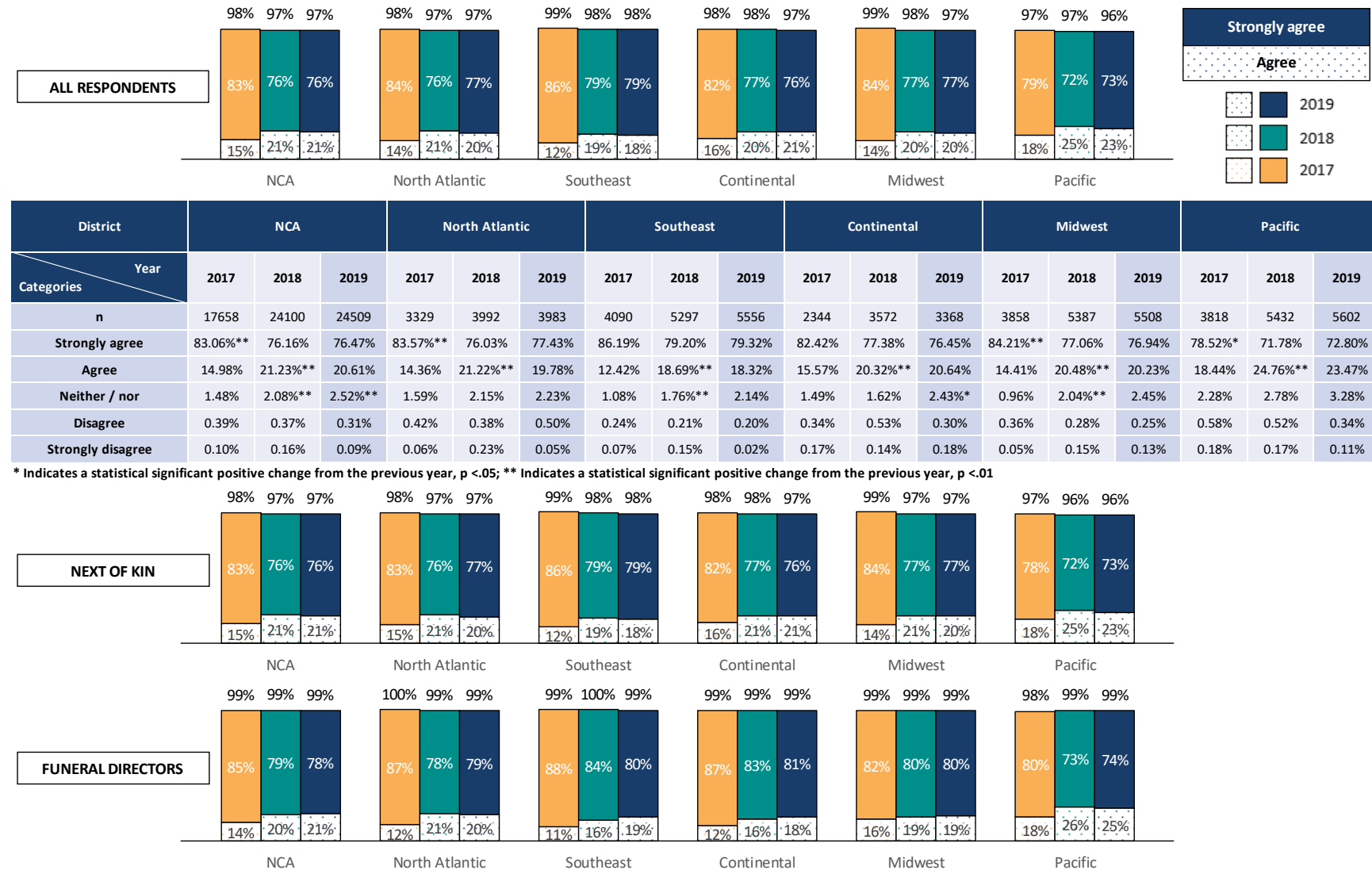


District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	15848	21509	22058	2952	3480	3449	3776	4881	5212	2111	3232	3040	3425	4721	4904	3583	5195	5453
Strongly agree	75.91%**	78.82%**	79.93%**	76.63%**	78.30%	79.33%	80.27%*	81.64%	82.94%	74.32%	78.77%**	79.31%	75.85%**	79.54%**	80.65%	71.73%	75.90%**	77.15%
Agree	20.98%	17.99%	16.91%	20.16%	18.13%	16.93%	17.45%	16.02%	14.77%	22.17%	18.13%	17.40%	21.37%	17.16%	16.42%	24.31%	20.42%	19.11%
Neither / nor	2.34%	2.32%	2.45%	2.47%	2.47%	2.84%	1.72%	1.68%	1.77%	2.27%	1.95%	2.47%	2.13%	2.54%	2.47%	3.13%	2.85%	2.82%
Disagree	0.55%	0.60%	0.53%	0.54%	0.75%	0.67%	0.48%	0.47%	0.38%	0.71%	0.84%	0.66%	0.55%	0.51%	0.33%	0.53%	0.58%	0.70%
Strongly disagree	0.21%	0.26%	0.18%	0.20%	0.34%	0.23%	0.08%	0.18%	0.13%	0.52%	0.31%	0.16%	0.09%	0.25%	0.14%	0.31%	0.25%	0.22%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

## Cemetery Appearance and Visitor Accommodations

Question 33/26: The upkeep of the headstones, markers, or columbarium niche covers is excellent.



## Cemetery Appearance and Visitor Accommodations

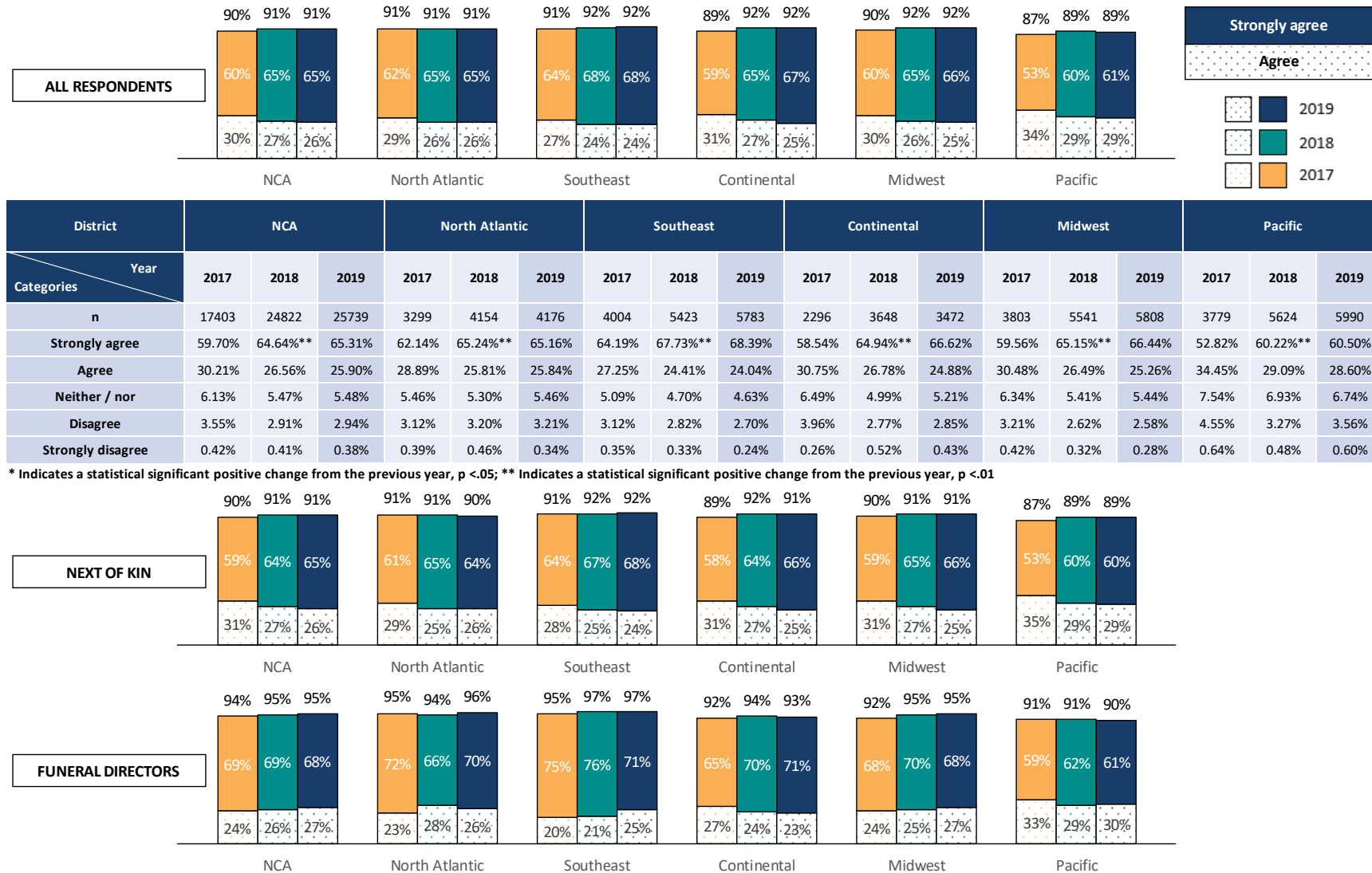
Question 34/27: The committal shelter used for the service was private, clean, and free of safety hazards.





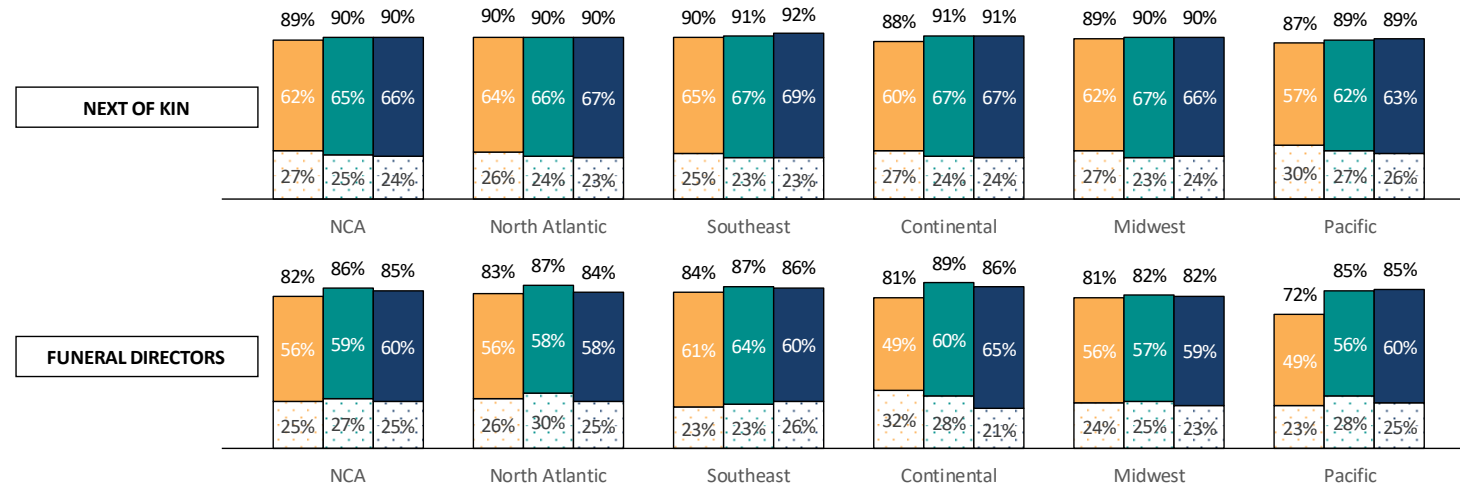
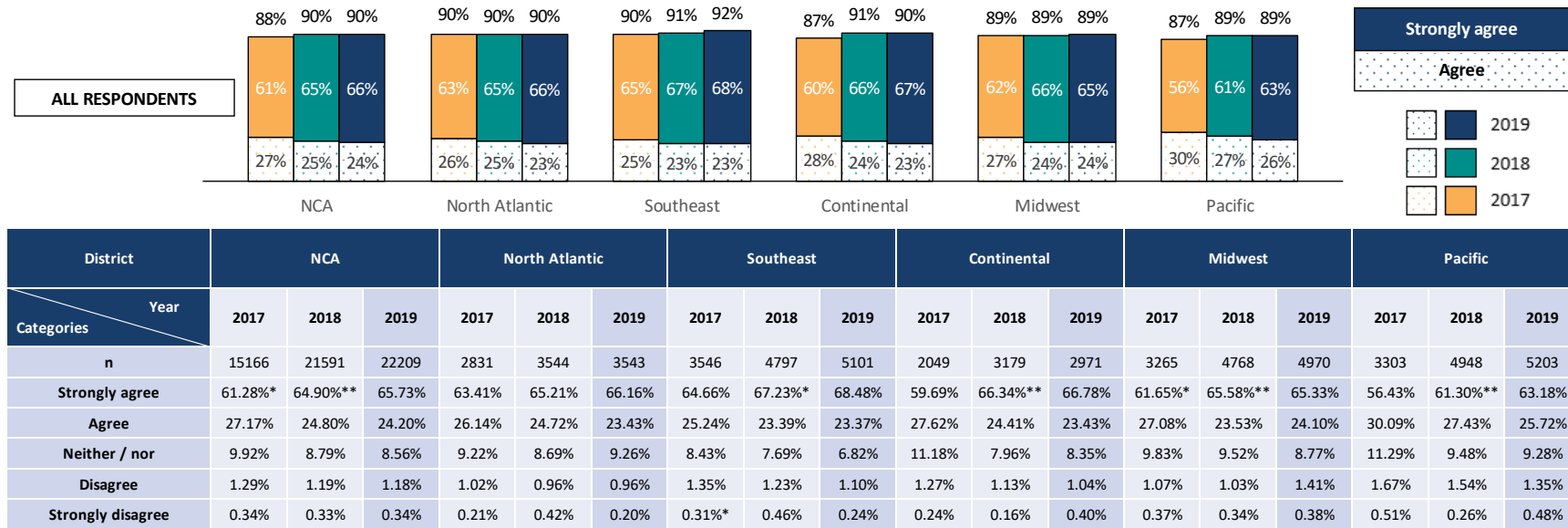
## Cemetery Appearance and Visitor Accommodations

Question 36/29: There are sufficient signs within the cemetery to assist visitors.



## Cemetery Appearance and Visitor Accommodations

Question 41/34: The information kiosks (i.e., gravesite locators) are helpful to me.



---

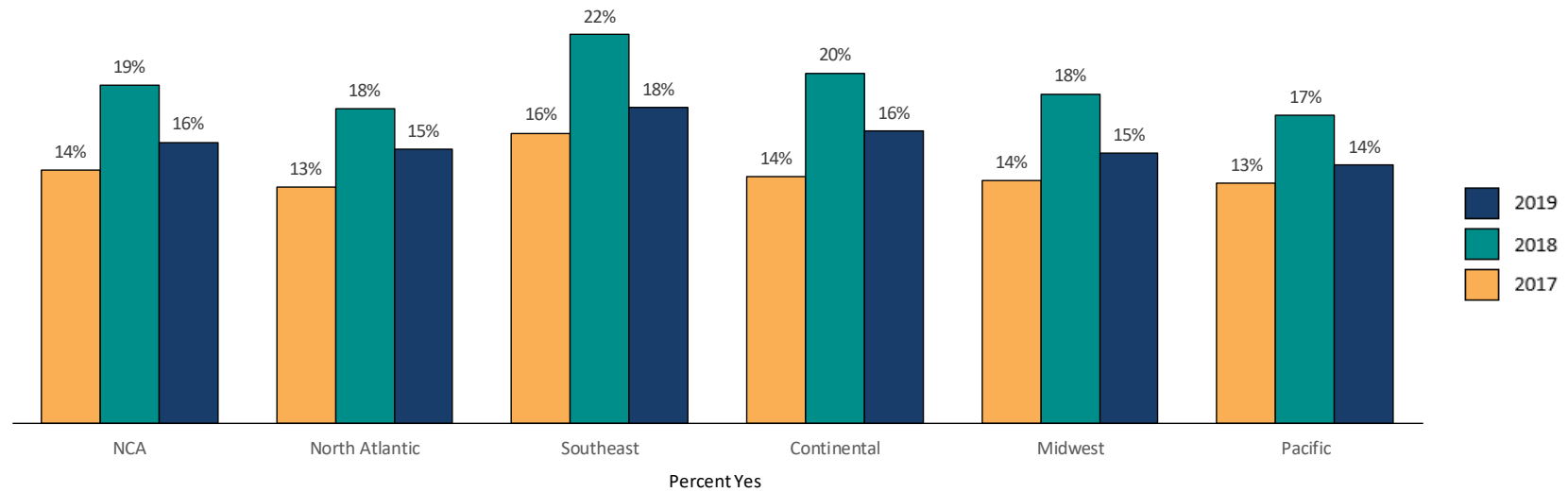
## State or Tribal Veterans Cemeteries in Comparison to National Cemeteries: Next of Kin

### SECTION DESCRIPTION

- This section presents survey findings from next of kin about their experience with State or Tribal Veterans Cemeteries in comparison to national cemeteries. Measures of comparisons are provided on appearance, quality of service, and honor to Veterans.
- For comparative purposes, data for each District are also presented.
- Due to rounding, some percentages may not sum to 100%.

## State or Tribal Veterans Cemeteries in Comparison to National Cemeteries: Next of Kin

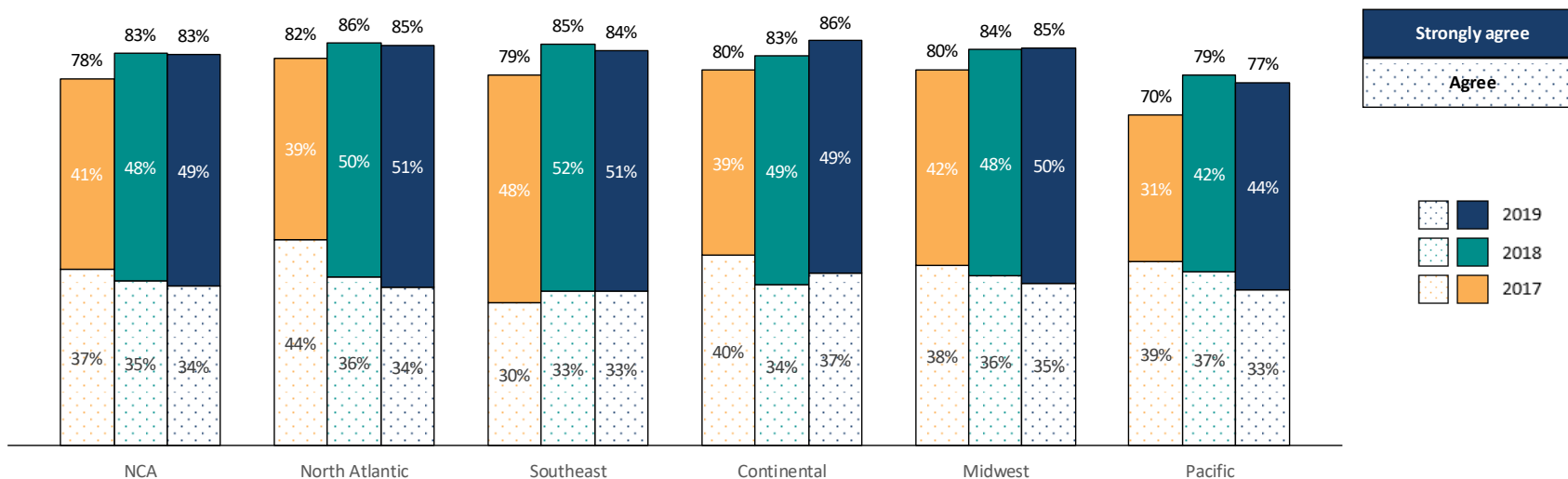
### Question 48: Have you visited a State or Tribal Veterans Cemetery?



District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories																		
n	16639	20658	23425	3131	3400	3715	3934	4631	5406	2193	3100	3202	3593	4507	5233	3787	5020	5869
Yes	14.07%	18.84%	15.65%	13.13%	17.53%	15.24%	16.17%	21.66%	17.57%	13.73%	19.52%	16.27%	13.53%	18.33%	15.02%	13.36%	17.15%	14.36%
No	85.93%	81.16%	84.35%	86.87%	82.47%	84.76%	83.83%	78.34%	82.43%	86.27%	80.48%	83.73%	86.47%	81.67%	84.98%	86.64%	82.85%	85.64%

## State or Tribal Veterans Cemeteries in Comparison to National Cemeteries: Next of Kin

**Question 49: Based on your visit, the appearance of the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.**



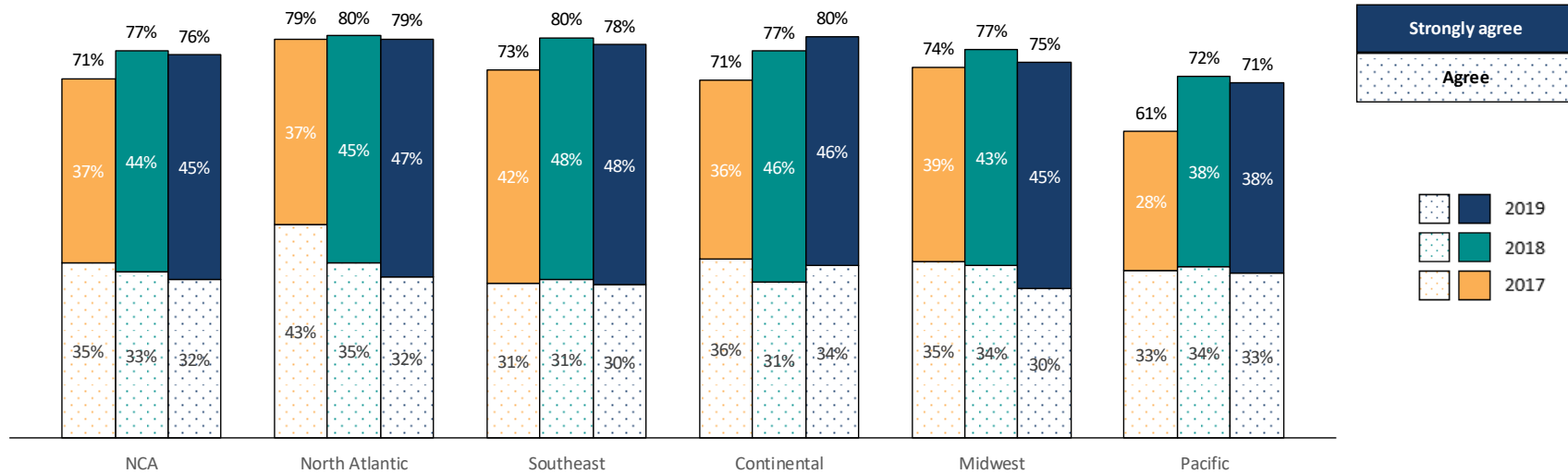
District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	2286	3742	3475	404	574	545	623	966	906	292	575	495	474	802	744	492	825	785
Strongly agree	40.51%	48.24%**	49.12%	38.61%	49.83%**	51.38%	48.48%	52.48%	51.21%	39.38%	48.70%**	49.49%	41.77%	48.13%*	50.00%	31.30%	41.94%**	44.08%
Agree	37.49%	35.06%	33.93%	43.81%	35.71%	33.76%	30.34%	32.92%	32.78%	40.41%	34.09%	36.57%	38.19%	36.03%	34.54%	39.02%	36.85%	33.12%
Neither / nor	17.32%	13.17%	12.81%	14.85%	12.20%	11.01%	16.37%	11.28%	11.92%	15.41%	12.87%	9.49%	16.67%	12.97%	12.90%	22.36%	16.48%	17.07%
Disagree	3.98%	3.05%	3.60%	2.23%	1.92%	3.67%	4.17%	2.59%	3.42%	4.11%	4.00%	3.84%	2.95%	2.49%	2.28%	6.10%	4.24%	4.84%
Strongly disagree	0.70%	0.48%	0.55%	0.50%	0.35%	0.18%	0.64%	0.72%	0.66%	0.68%	0.35%	0.61%	0.42%	0.37%	0.27%	1.22%	0.48%	0.89%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

Only respondents that indicated "Yes" to Question 48 (NoK) received this question.

## State or Tribal Veterans Cemeteries in Comparison to National Cemeteries: Next of Kin

**Question 50: Based on your visit, the quality of service at the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.**



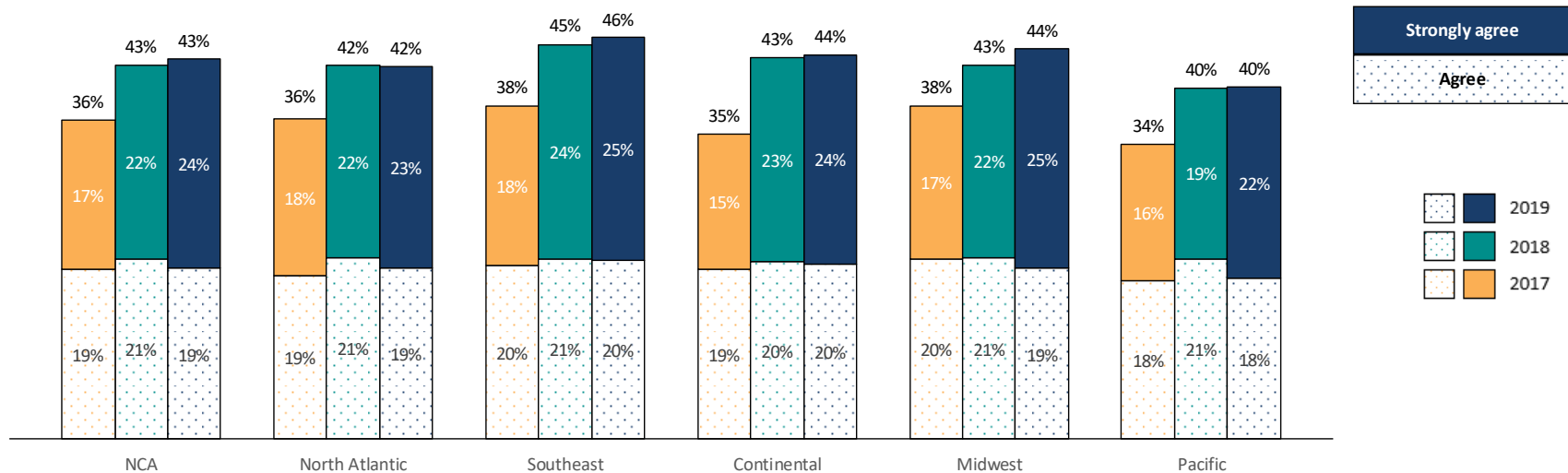
District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	2270	3574	3320	400	546	521	617	923	870	287	548	468	475	772	713	490	785	748
Strongly agree	36.56%	43.93%**	44.52%	36.75%	45.05%*	47.22%	42.30%	48.10%*	47.59%	35.54%	45.80%**	45.51%	38.74%	43.01%	45.02%	27.55%	37.83%**	37.97%
Agree	34.85%	33.04%	31.54%	42.50%*	34.80%	32.05%	30.79%	31.42%	30.46%	35.54%	31.02%	34.19%	34.95%	34.20%	29.59%	33.27%	34.01%	32.62%
Neither / nor	24.63%	20.23%	20.78%	18.00%	18.32%	18.23%	22.85%	17.66%	18.39%	25.44%	19.71%	17.74%	22.95%	20.21%	23.42%	33.47%*	24.97%	24.73%
Disagree	3.35%	2.32%	2.68%	2.50%	1.83%	2.30%	3.73%	2.06%	2.87%	2.79%	2.92%	2.14%	2.74%	2.20%	1.68%	4.49%	2.68%	4.01%
Strongly disagree	0.62%	0.48%	0.48%	0.25%	0.00%	0.19%	0.32%	0.76%	0.69%	0.70%	0.55%	0.43%	0.63%	0.39%	0.28%	1.22%	0.51%	0.67%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

Only respondents that indicated "Yes" to Question 48 (NoK) received this question.

## State or Tribal Veterans Cemeteries in Comparison to National Cemeteries: Next of Kin

**Question 51: The honor of being interred at a State or Tribal Veterans Cemetery is equivalent to that of being interred at a VA national cemetery.**



District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
Categories	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	15328	18721	21174	2884	3091	3377	3607	4173	4869	2054	2823	2915	3305	4165	4758	3477	4469	5255
Strongly agree	16.98%	22.03%**	23.79%**	17.79%**	21.81%**	22.92%	18.24%	24.39%**	25.41%	15.34%	23.10%**	23.74%	17.46%	21.87%**	24.97%**	15.50%	19.45%**	21.81%**
Agree	19.23%	20.53%**	19.39%	18.59%	20.67%**	19.46%	19.68%	20.51%	20.25%	19.33%	20.23%	19.93%	20.45%	20.65%	19.40%	18.06%	20.52%**	18.25%
Neither / nor	58.14%	52.29%	52.30%	58.18%	52.54%	53.04%	57.06%	50.18%	49.99%	58.71%	50.97%	51.66%	56.55%	53.28%	52.00%	60.40%	54.02%	54.60%
Disagree	4.51%	4.18%	3.57%	4.44%*	4.01%	3.70%	4.10%	3.91%	3.41%	5.36%	4.71%	3.70%	4.54%	3.53%	2.92%	4.46%	4.83%	4.13%
Strongly disagree	1.15%	0.97%	0.95%	1.01%	0.97%	0.89%	0.91%	1.01%	0.94%	1.27%	0.99%	0.96%	1.00%	0.67%	0.71%	1.58%	1.19%	1.22%

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

---

## **Appendix A: Respondent Characteristics: Next of Kin and Funeral Directors**

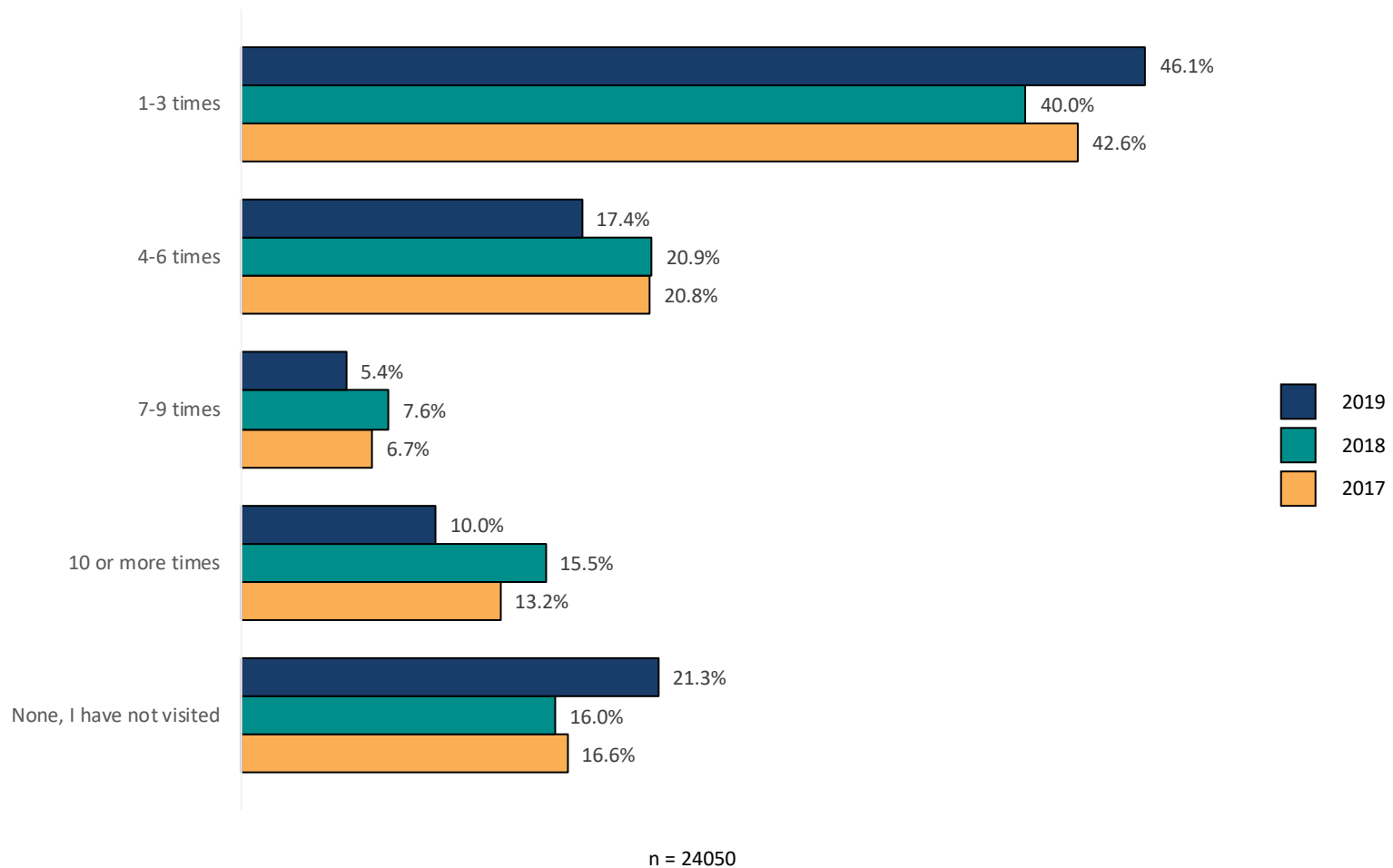
### **SECTION DESCRIPTION**

- This section presents an overview of the characteristics of the survey respondent population.
- Key demographic information is presented for both next of kin and funeral director survey respondents.
- Demographic information is self-reported by the next of kin and funeral directors who completed the survey.
- Question-by-question comparative analyses (Elements of Comparison) are included as well.
- Due to rounding, some percentages may not sum to 100%.



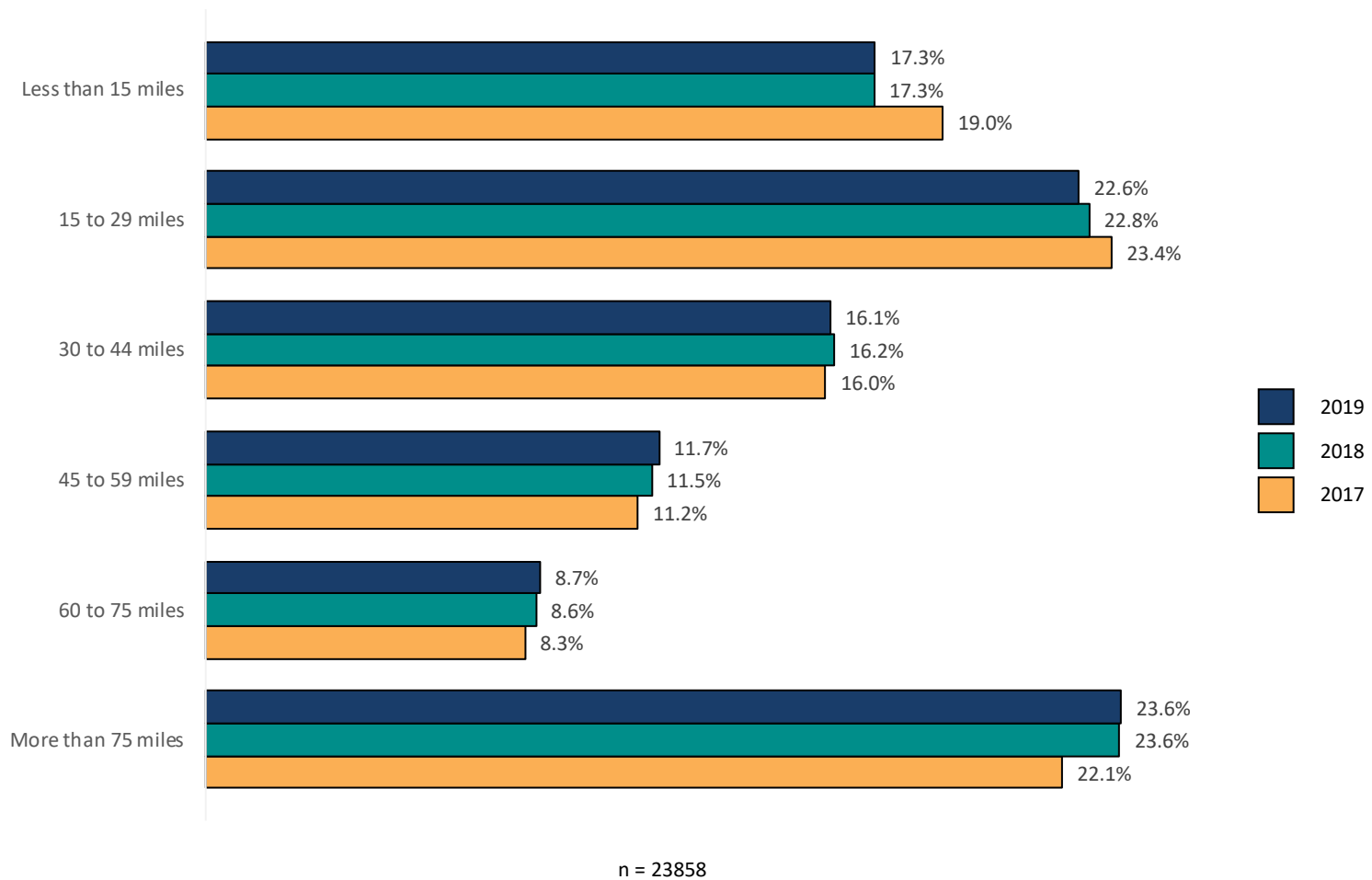
## Appendix A: Respondent Characteristics: Next of Kin

**Question 1: Since the committal service, how many times have you visited the national cemetery where your loved one was interred?**



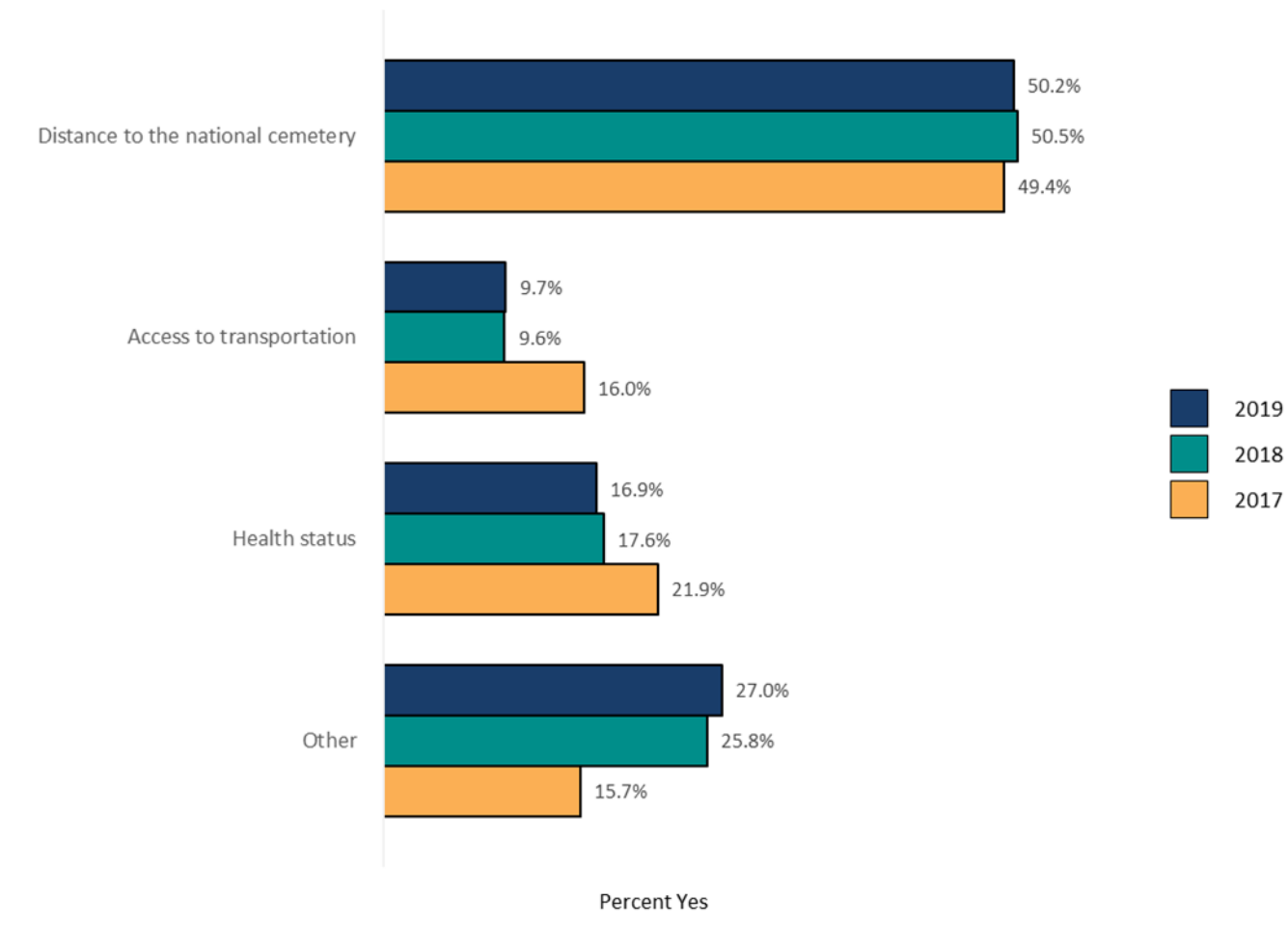
## Appendix A: Respondent Characteristics: Next of Kin

### Question 2: How far do you reside from the national cemetery?



## Appendix A: Respondent Characteristics: Next of Kin

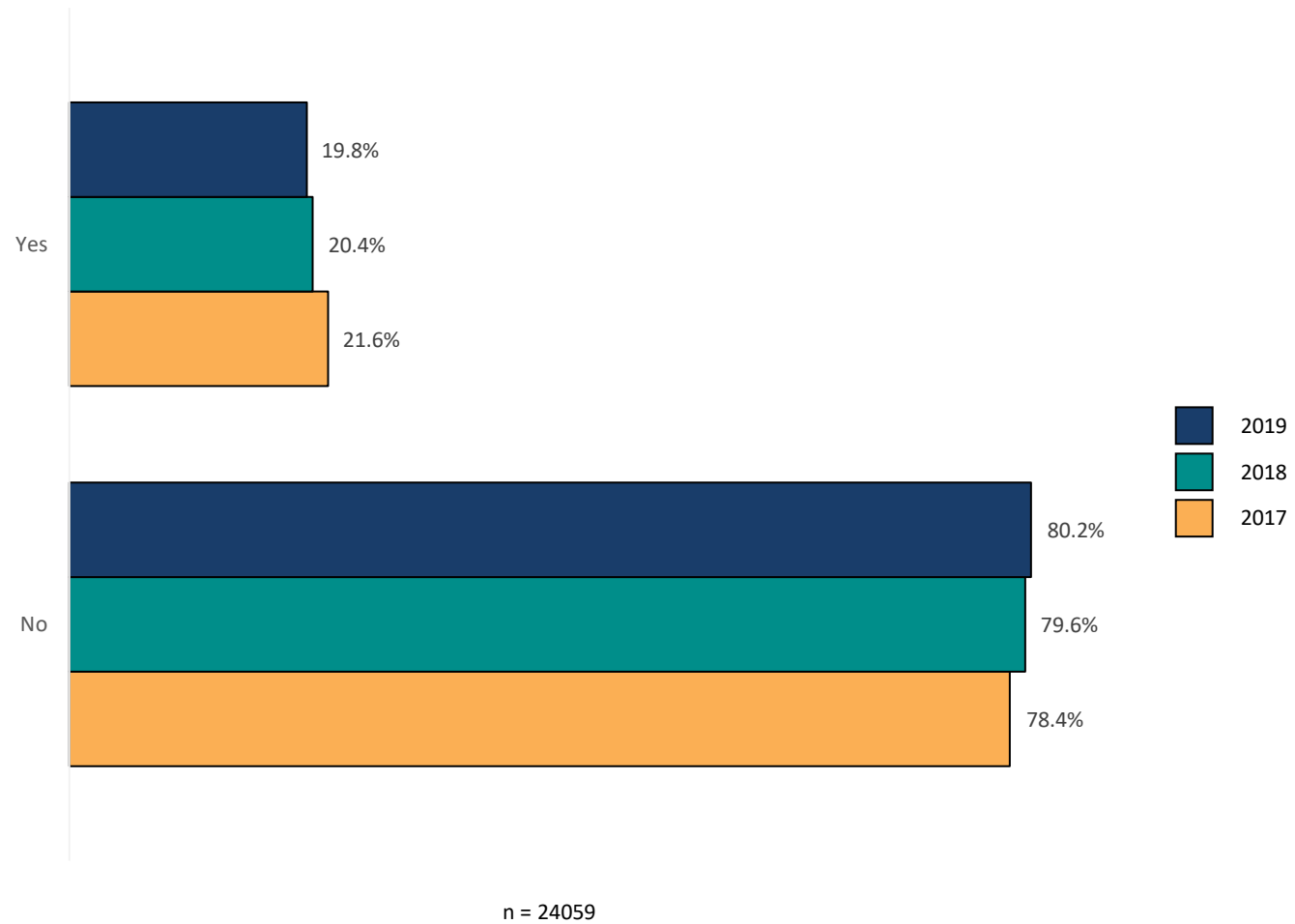
**Question 3: Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred? (Mark all that apply)**



Note: As respondents could select more than one response option, percentages may not sum to 100.

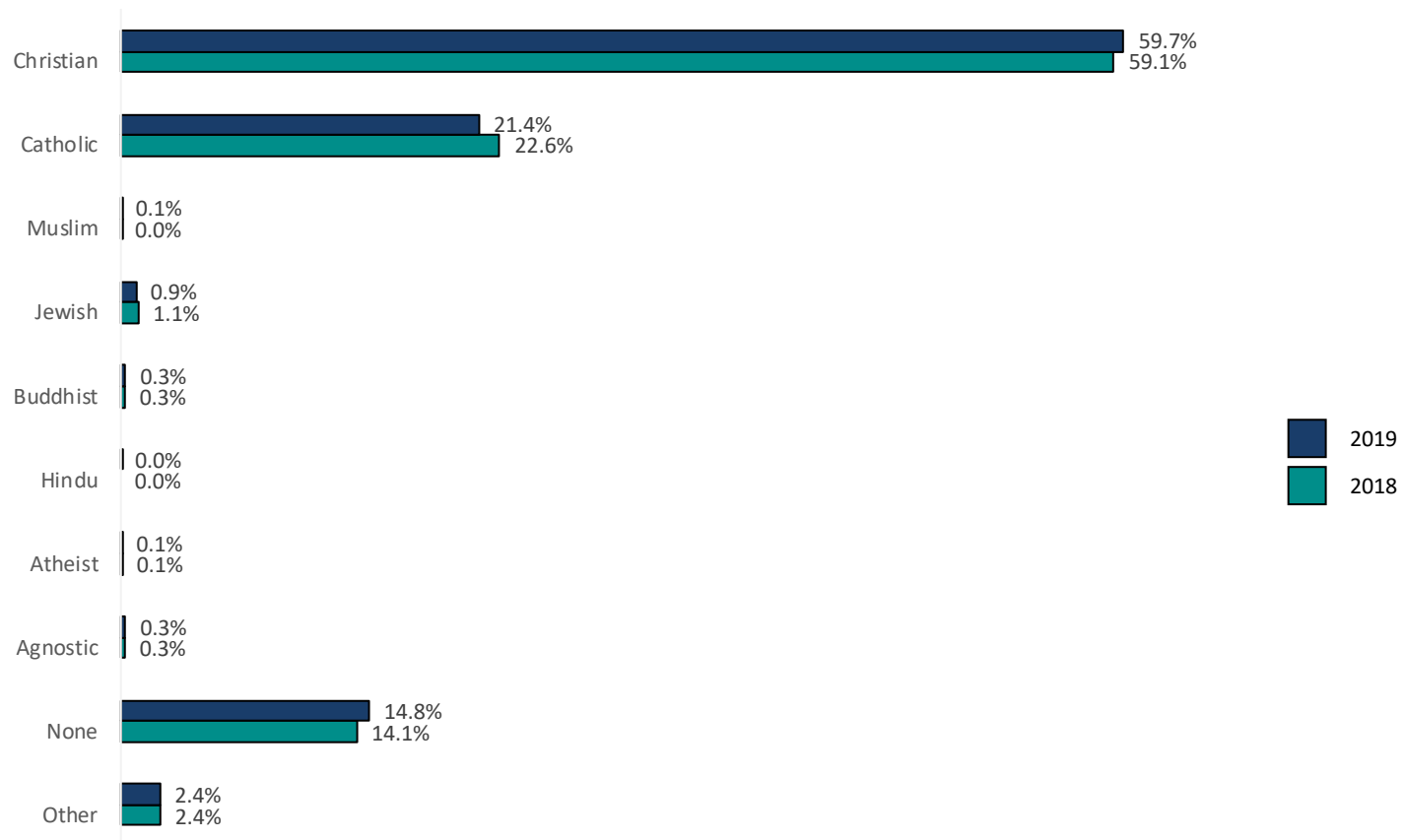
## Appendix A: Respondent Characteristics: Next of Kin

**Question 4: Have you ever served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit?**



## Appendix A: Respondent Characteristics: Next of Kin

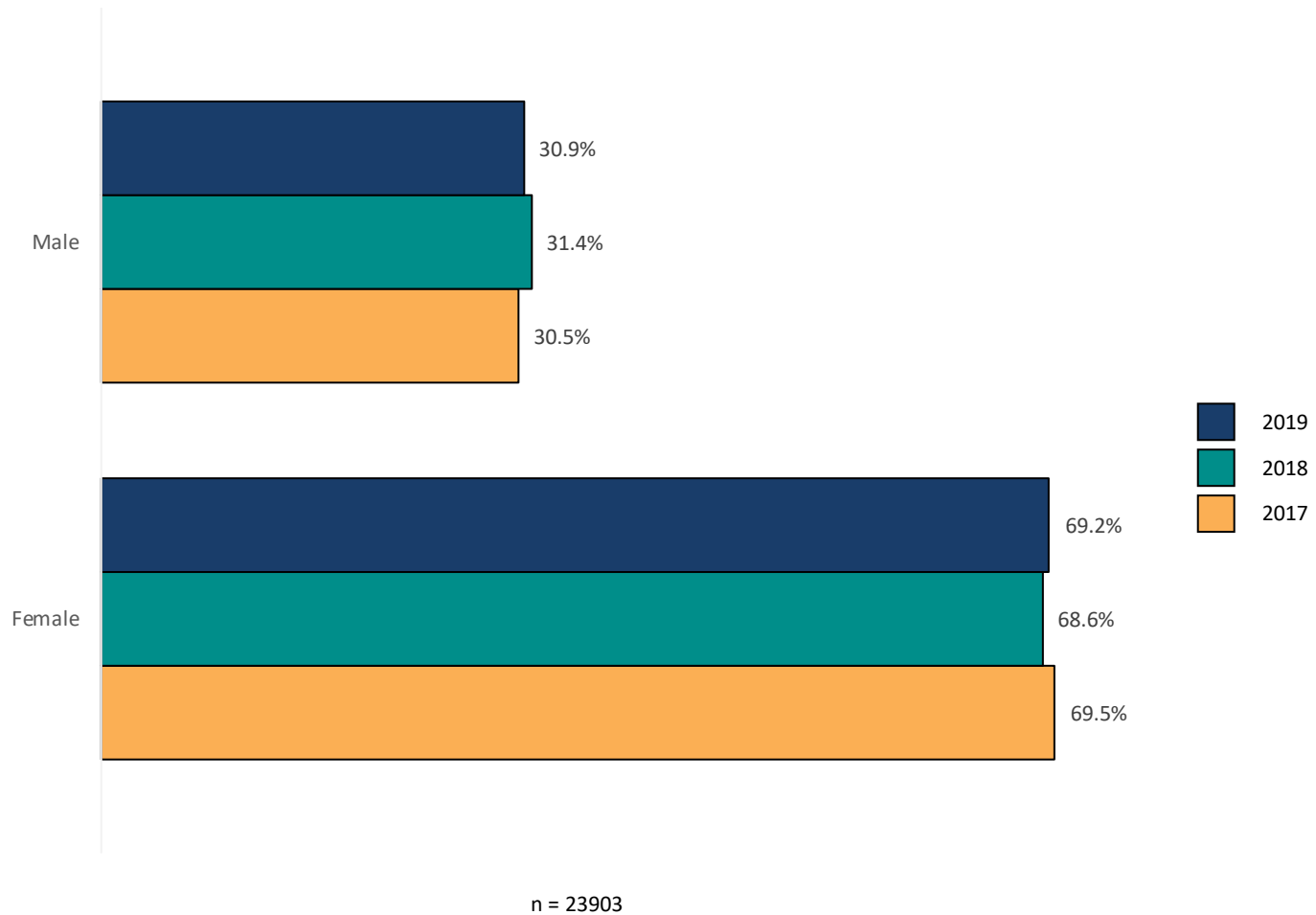
### Question 14: In what religious practice was the burial conducted?



n = 23485

## Appendix A: Respondent Characteristics: Next of Kin

Question 29: What is your gender?



## Appendix A: Respondent Characteristics: Next of Kin

### ELEMENT OF COMPARISON

#### Influence of gender on serving active duty

Question 29: What is your gender?

Question 4: Have you ever served on active duty in the U.S. armed forces, either in the regular military or a National Guard or Reserve Unit?



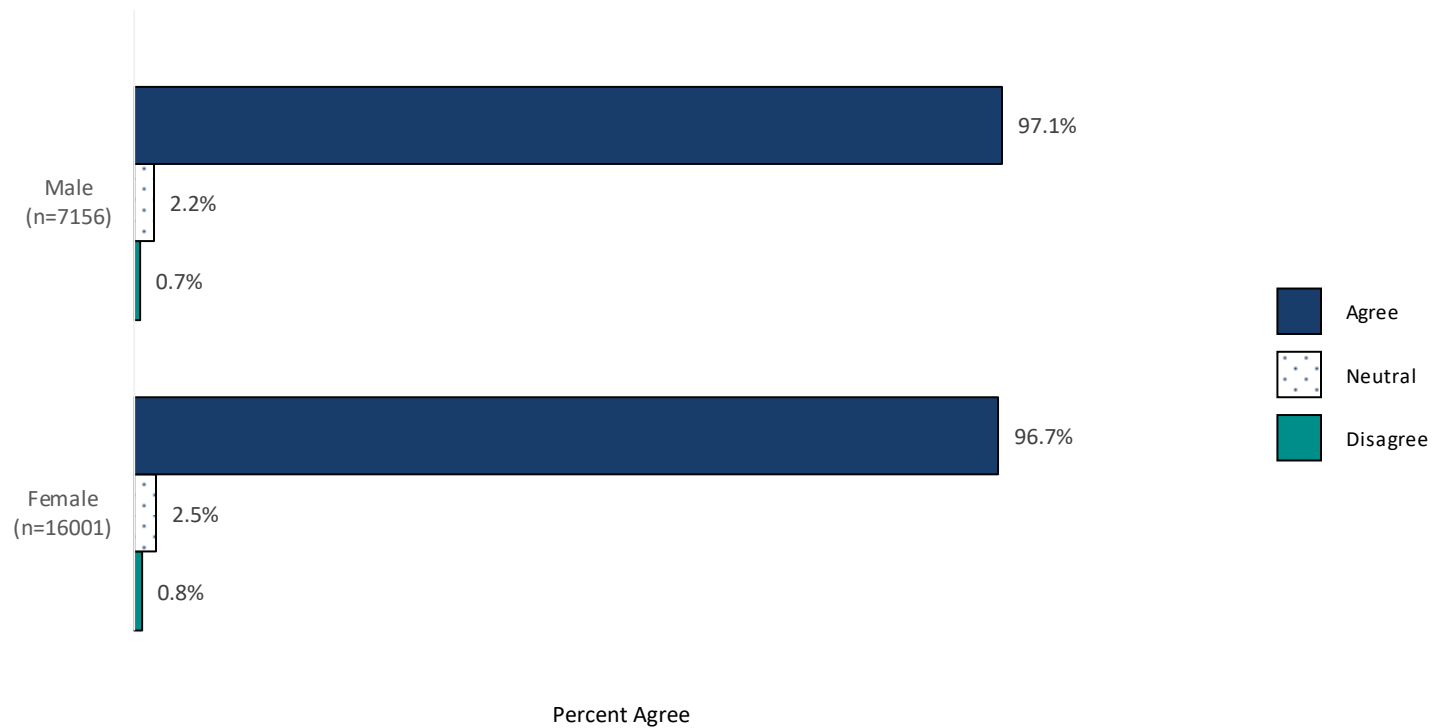
## Appendix A: Respondent Characteristics: Next of Kin

### ELEMENT OF COMPARISON

#### Influence of gender on the perception of quality of service

Question 29: What is your gender?

Question 37: The quality of service received from cemetery staff is excellent.





## Appendix A: Respondent Characteristics: Next of Kin

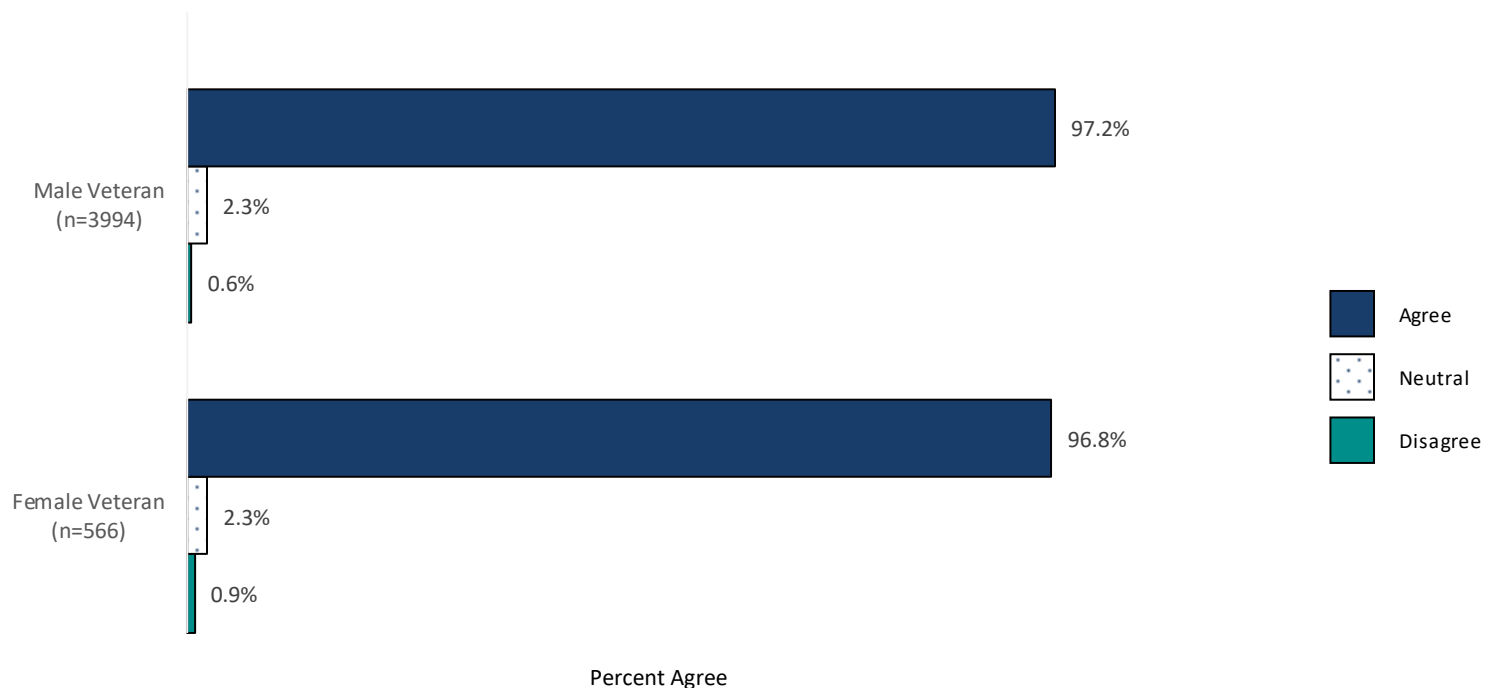
### ELEMENT OF COMPARISON

#### Influence of gender and serving active duty on the perception of quality of service

Question 4: Have you ever served on active duty in the U.S. armed forces, either in the regular military or a National Guard or Reserve Unit?

Question 29: What is your gender?

Question 37: The quality of service received from cemetery staff is excellent.



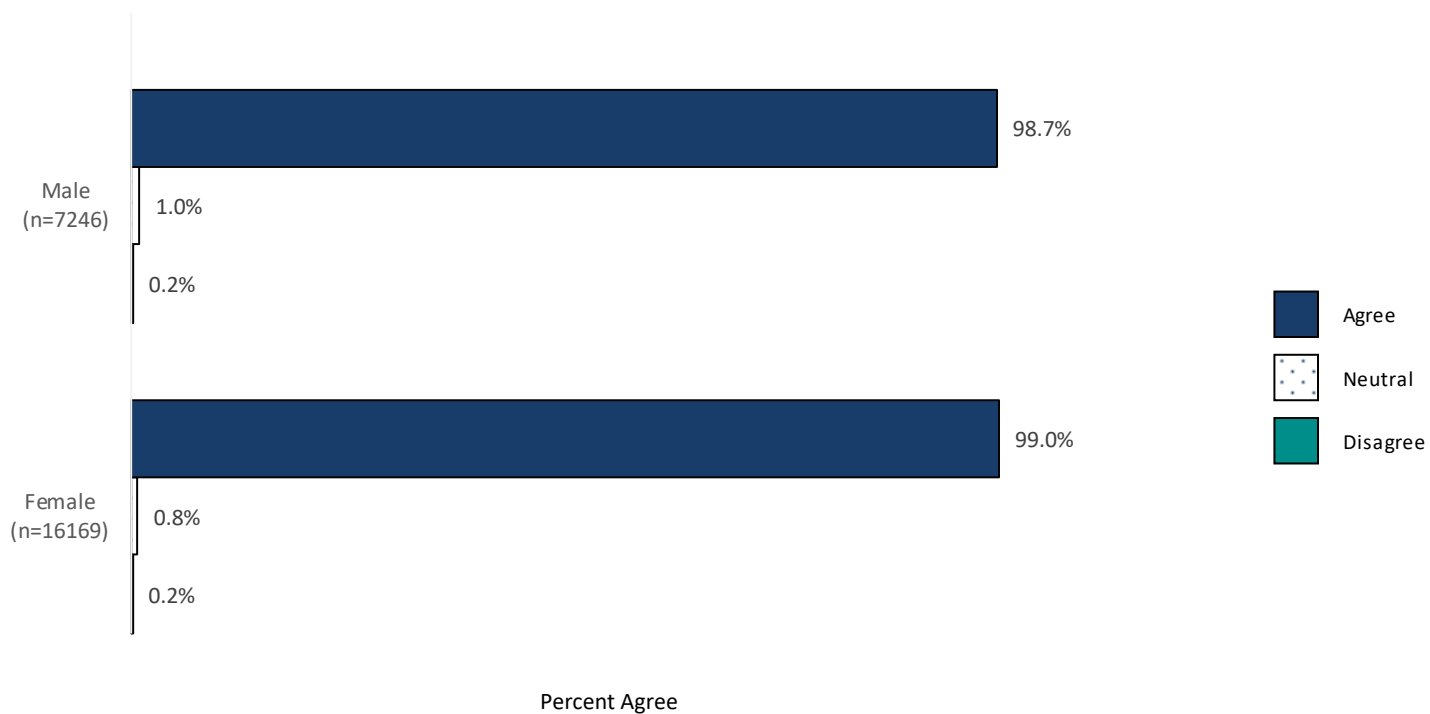
## Appendix A: Respondent Characteristics: Next of Kin

### ELEMENT OF COMPARISON

#### Influence of gender on the perception of overall appearance of the national cemetery

Question 29: What is your gender?

Question 42: The overall appearance of the national cemetery is excellent.



## Appendix A: Respondent Characteristics: Next of Kin

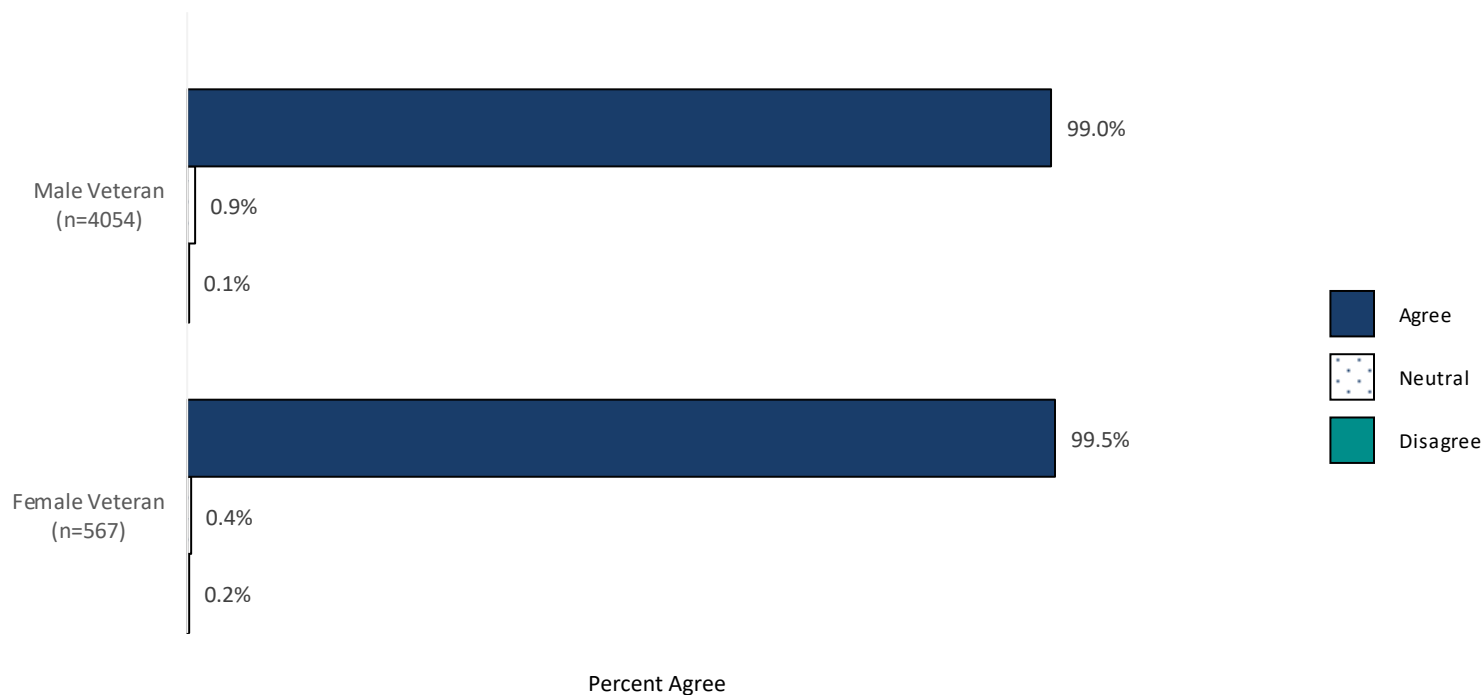
### ELEMENT OF COMPARISON

#### Influence of gender and serving active duty on the perception of overall appearance of the national cemetery

Question 4: Have you ever served on active duty in the U.S. armed forces, either in the regular military or a National Guard or Reserve Unit?

Question 29: What is your gender?

Question 42: The overall appearance of the national cemetery is excellent.



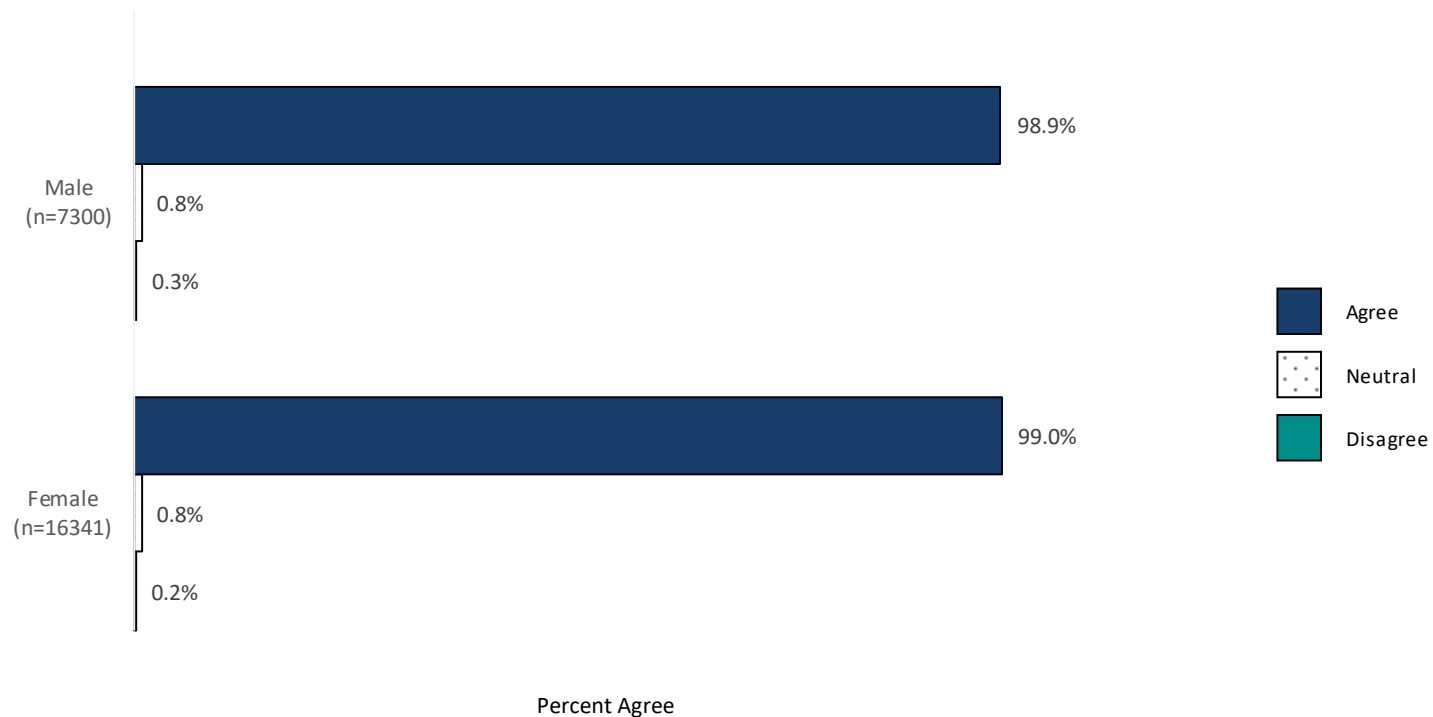
## Appendix A: Respondent Characteristics: Next of Kin

### ELEMENT OF COMPARISON

#### Influence of gender on recommending the cemetery

Question 29: What is your gender?

Question 44: I would recommend the cemetery to Veteran families during their time of need.



## Appendix A: Respondent Characteristics: Next of Kin

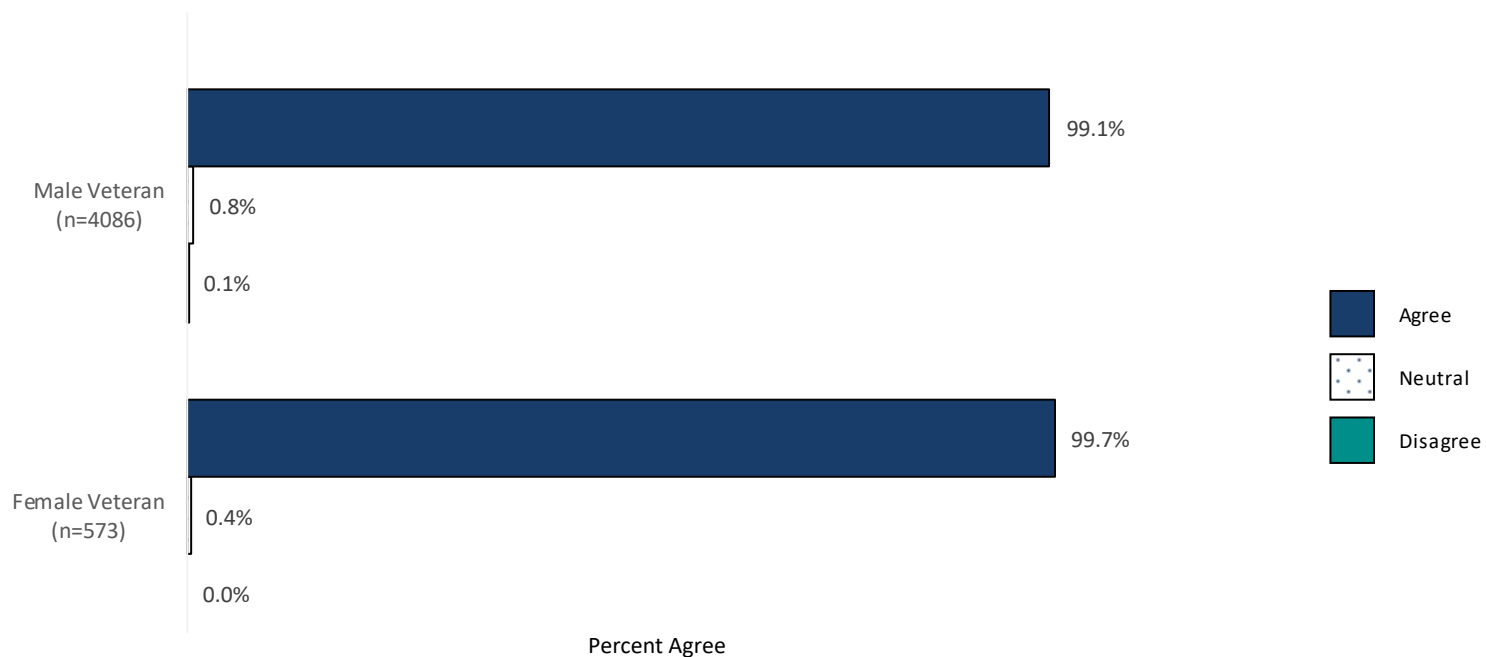
### ELEMENT OF COMPARISON

#### Influence of gender and serving active duty on recommending the cemetery

Question 4: Have you ever served on active duty in the U.S. armed forces, either in the regular military or a National Guard or Reserve Unit?

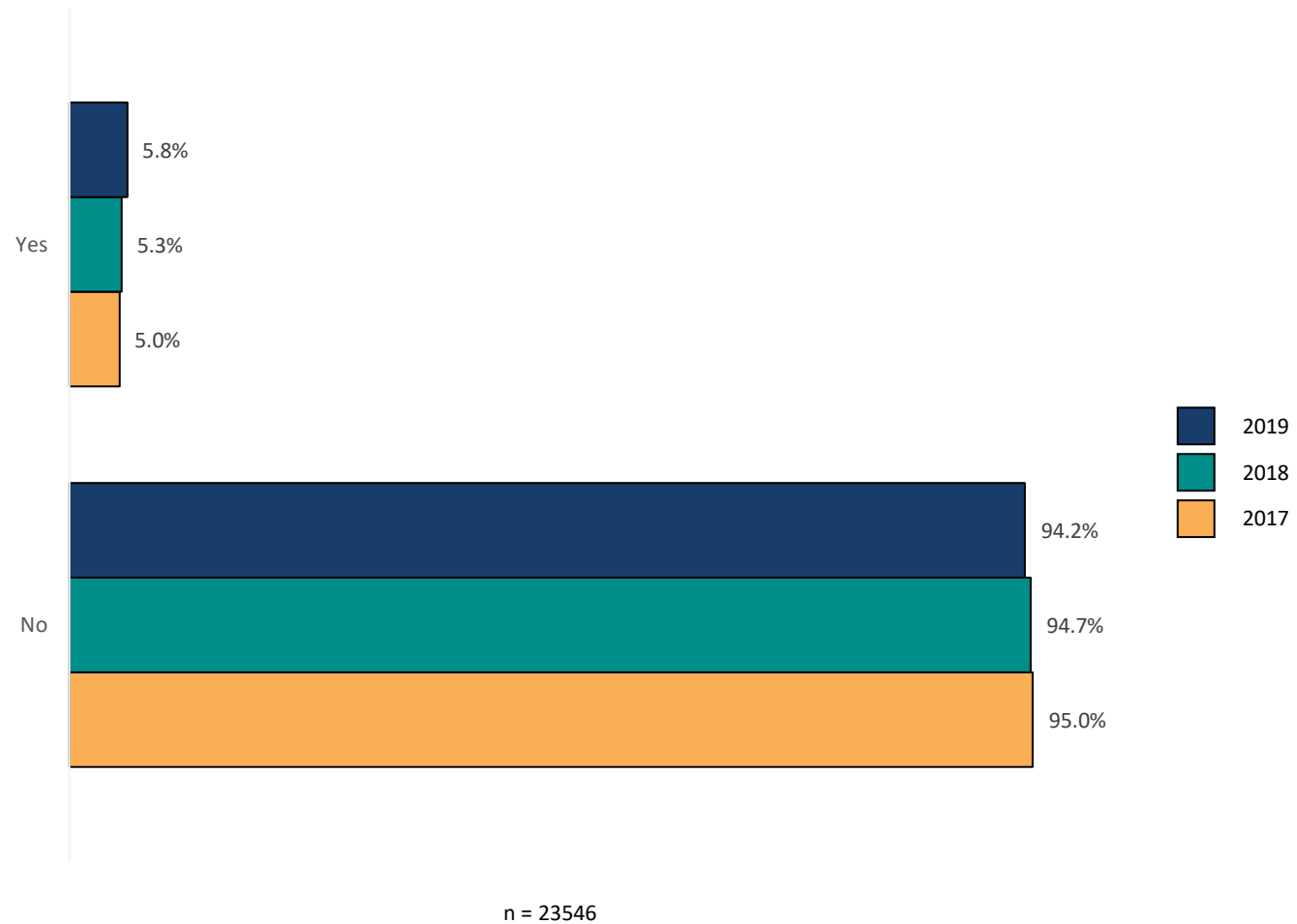
Question 29: What is your gender?

Question 44: I would recommend the cemetery to Veteran families during their time of need.



## Appendix A: Respondent Characteristics: Next of Kin

Question 30: Are you Hispanic or Latino?



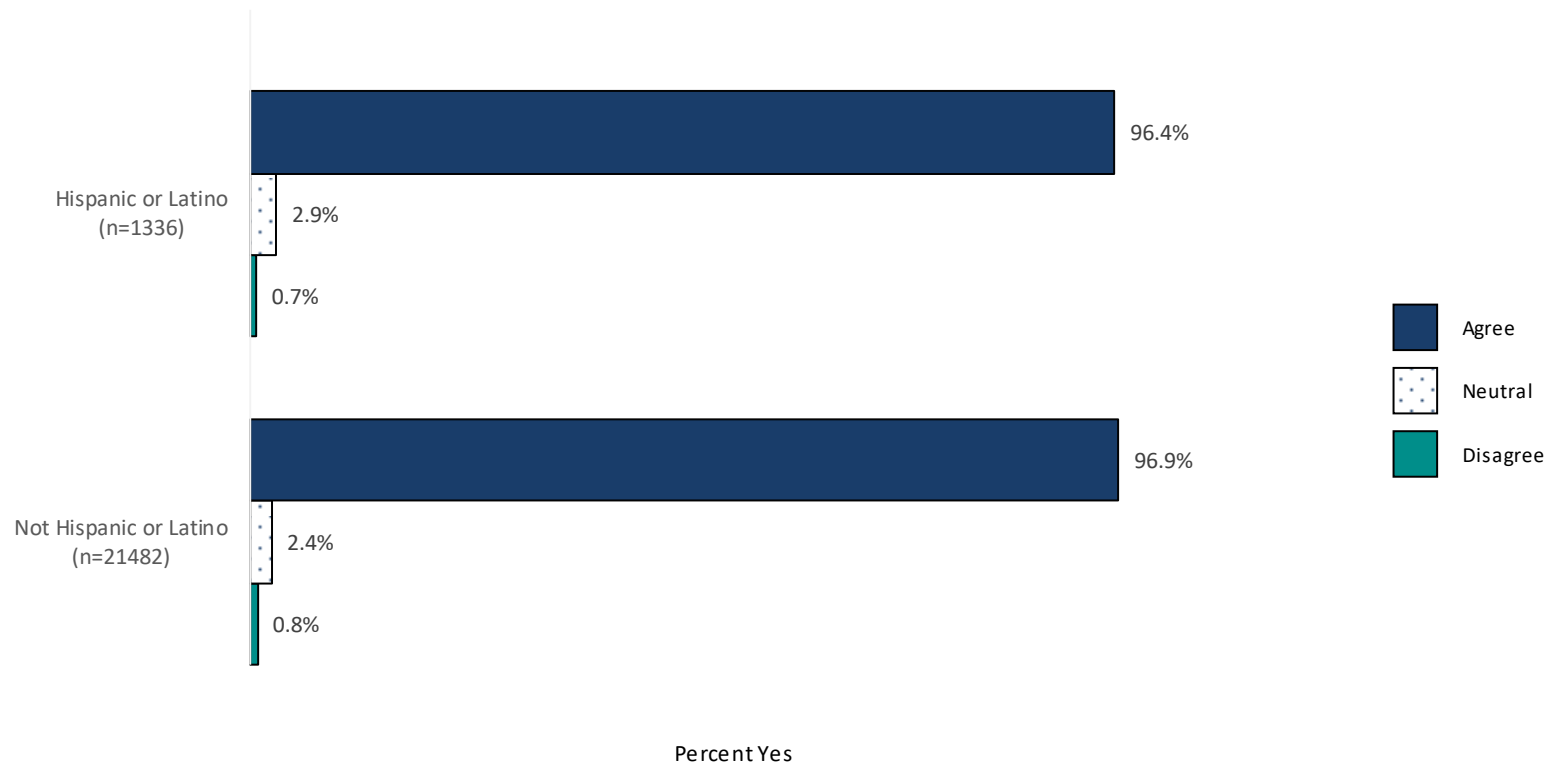
## Appendix A: Respondent Characteristics: Next of Kin

### ELEMENT OF COMPARISON

#### Influence of ethnicity on the perception of quality of service

Question 30: Are you Hispanic or Latino?

Question 37: The quality of service received from cemetery staff is excellent.



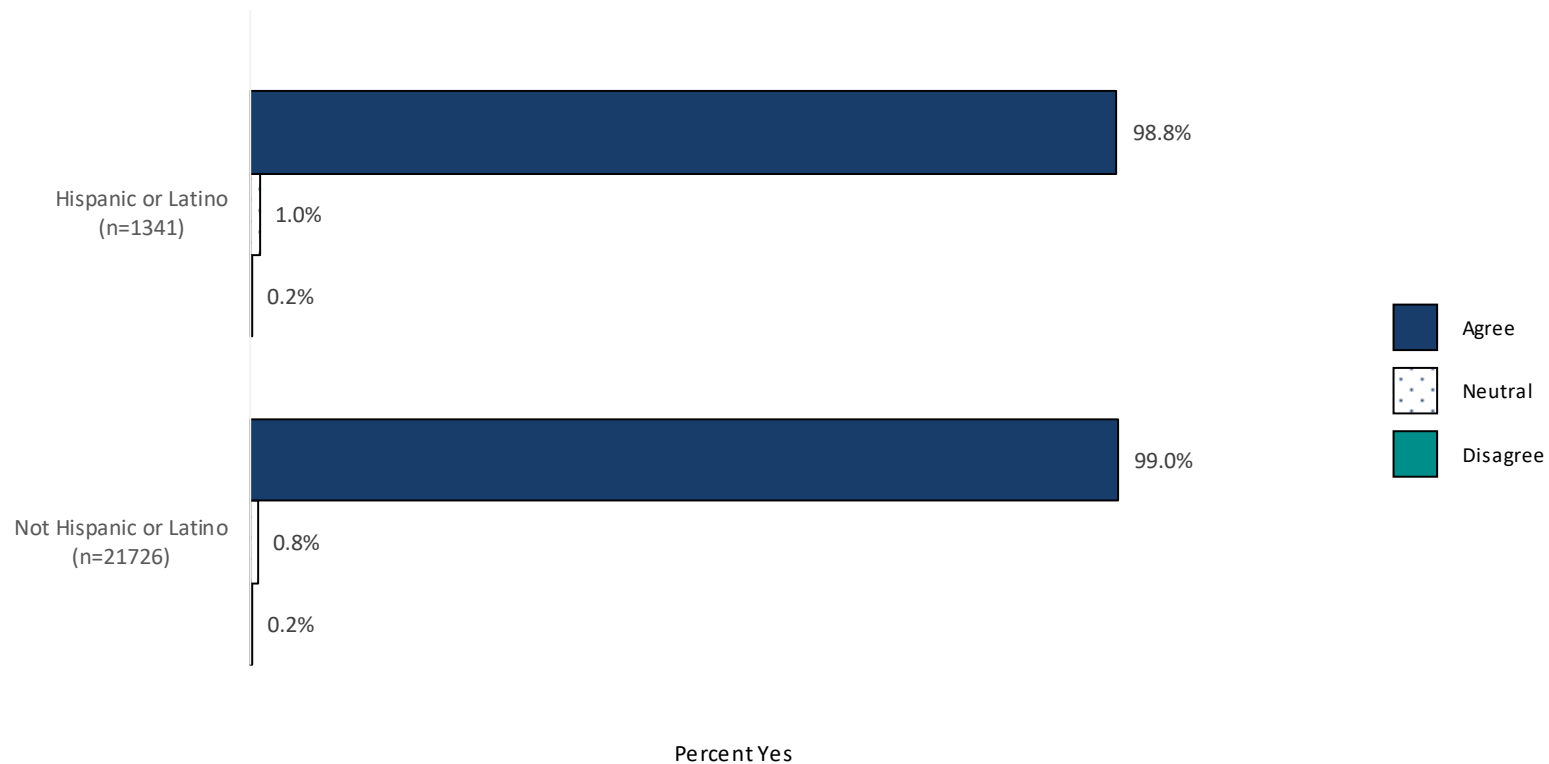
## Appendix A: Respondent Characteristics: Next of Kin

### ELEMENT OF COMPARISON

#### Influence of ethnicity on the perception of overall appearance of the national cemetery

Question 30: Are you Hispanic or Latino?

Question 42: The overall appearance of the national cemetery is excellent.





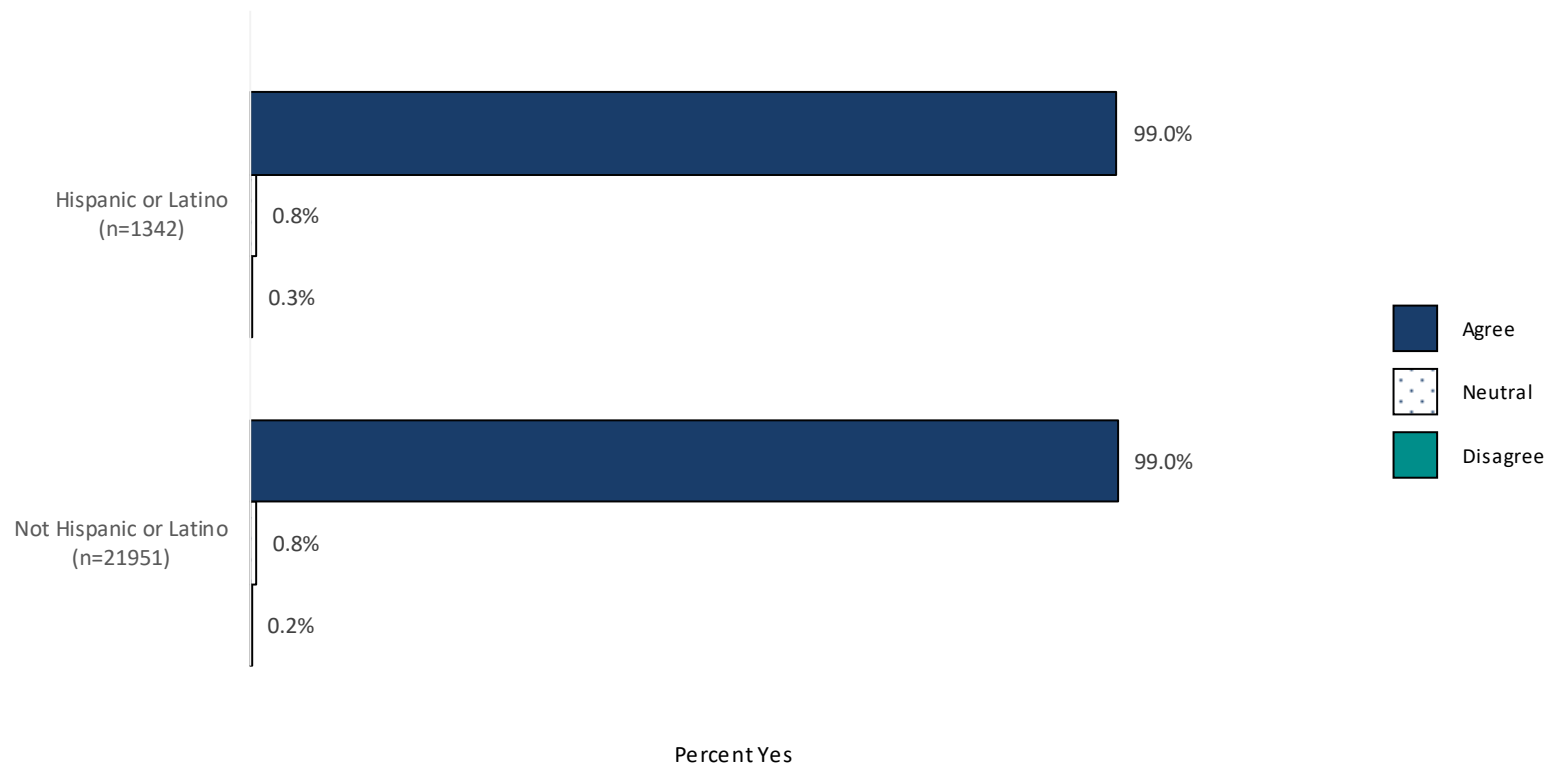
## Appendix A: Respondent Characteristics: Next of Kin

### ELEMENT OF COMPARISON

#### Influence of ethnicity on recommending the cemetery

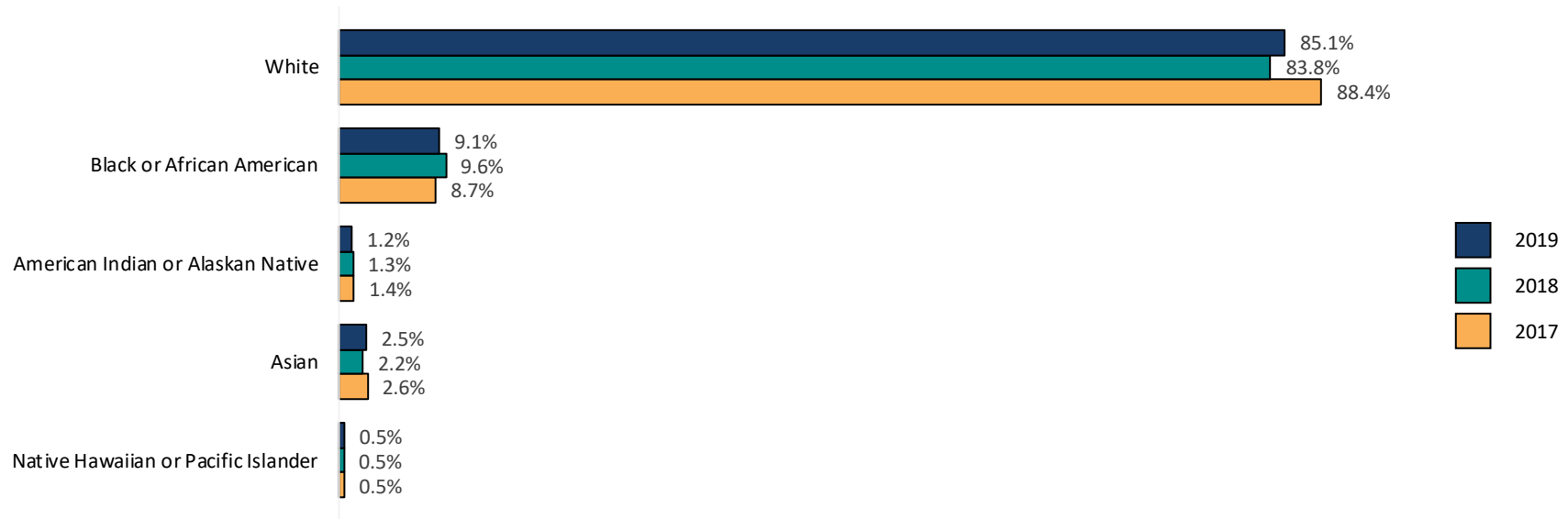
Question 30: Are you Hispanic or Latino?

Question 44: I would recommend the cemetery to Veteran families during their time of need.



## Appendix A: Respondent Characteristics: Next of Kin

### Question 31: What is your race? (Mark one or more)



2019 n Size	White	Black or African American	American Indian or Alaskan Native	Asian	Native Hawaiian or Pacific Islander
NCA	20574	2189	287	598	121
North Atlantic	3324	379	21	22	7
Southeast	4734	675	31	52	14
Continental	2711	397	78	36	12
Midwest	4768	467	44	37	0
Pacific	5037	271	113	451	88

Note: As respondents could select more than one response option, percentages may not sum to 100.

## Appendix A: Respondent Characteristics: Next of Kin

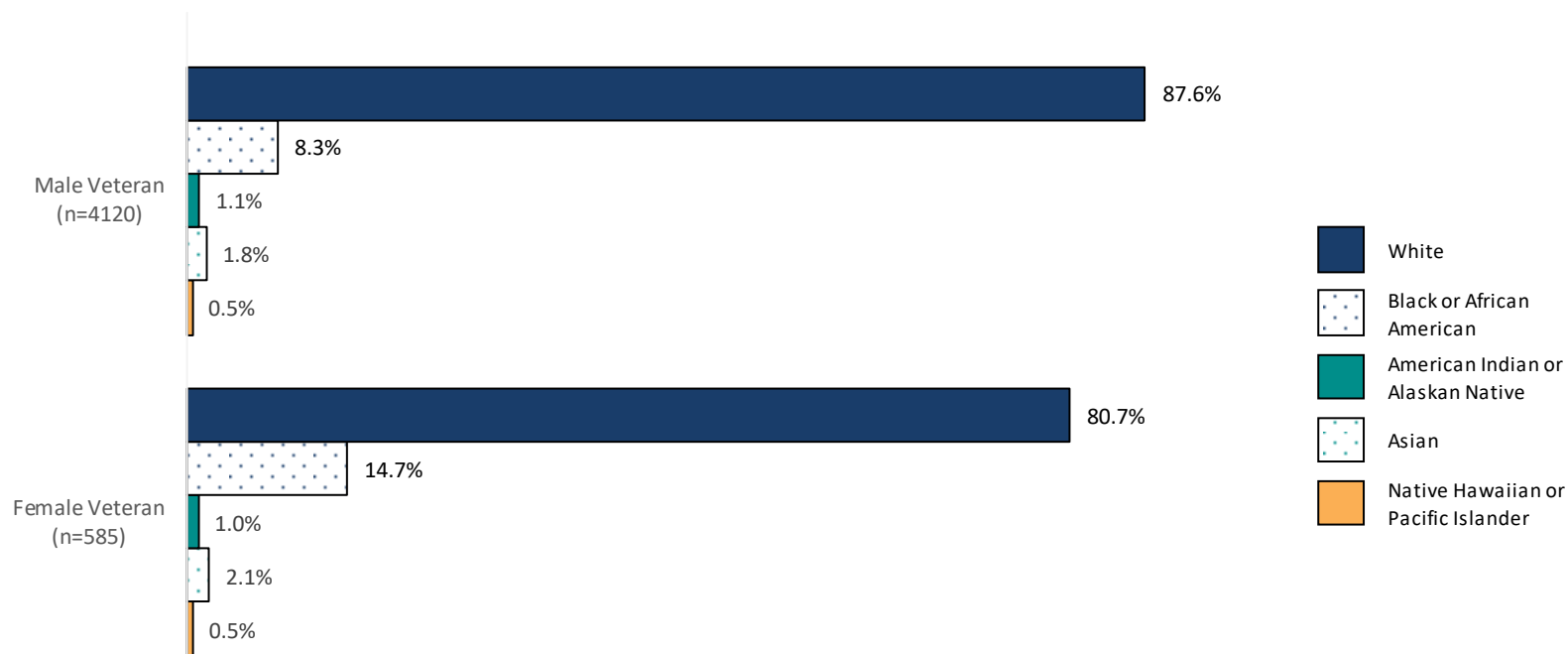
### ELEMENT OF COMPARISON

#### Veteran's race by gender

Question 4: Have you ever served on active duty in the U.S. armed forces, either in the regular military or a National Guard or Reserve Unit?

Question 29: What is your gender?

Question 31: What is your race?



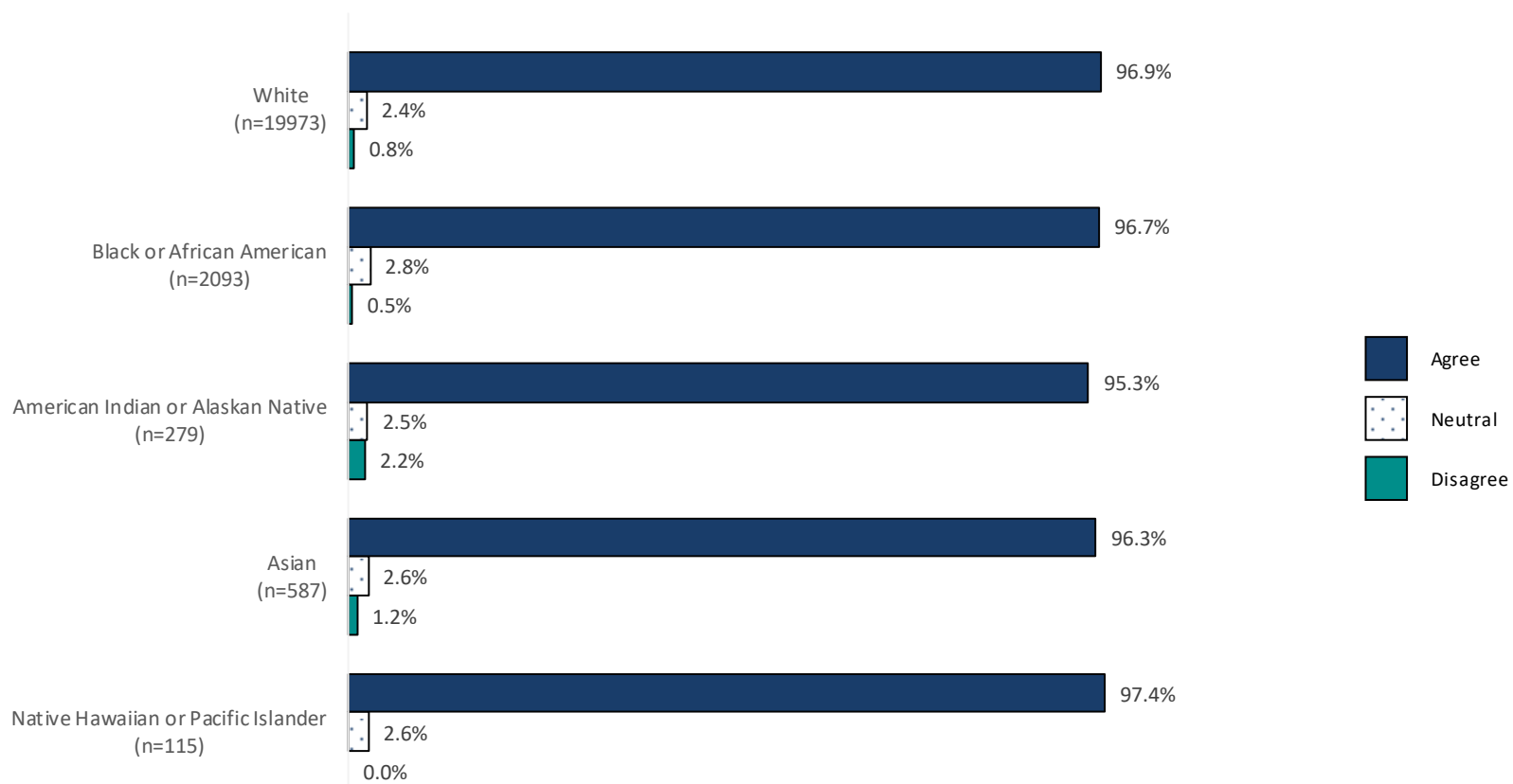
## Appendix A: Respondent Characteristics: Next of Kin

### ELEMENT OF COMPARISON

#### Influence of race on the perception of quality of service

Question 31: What is your race?

Question 37: The quality of service received from the cemetery staff was excellent.



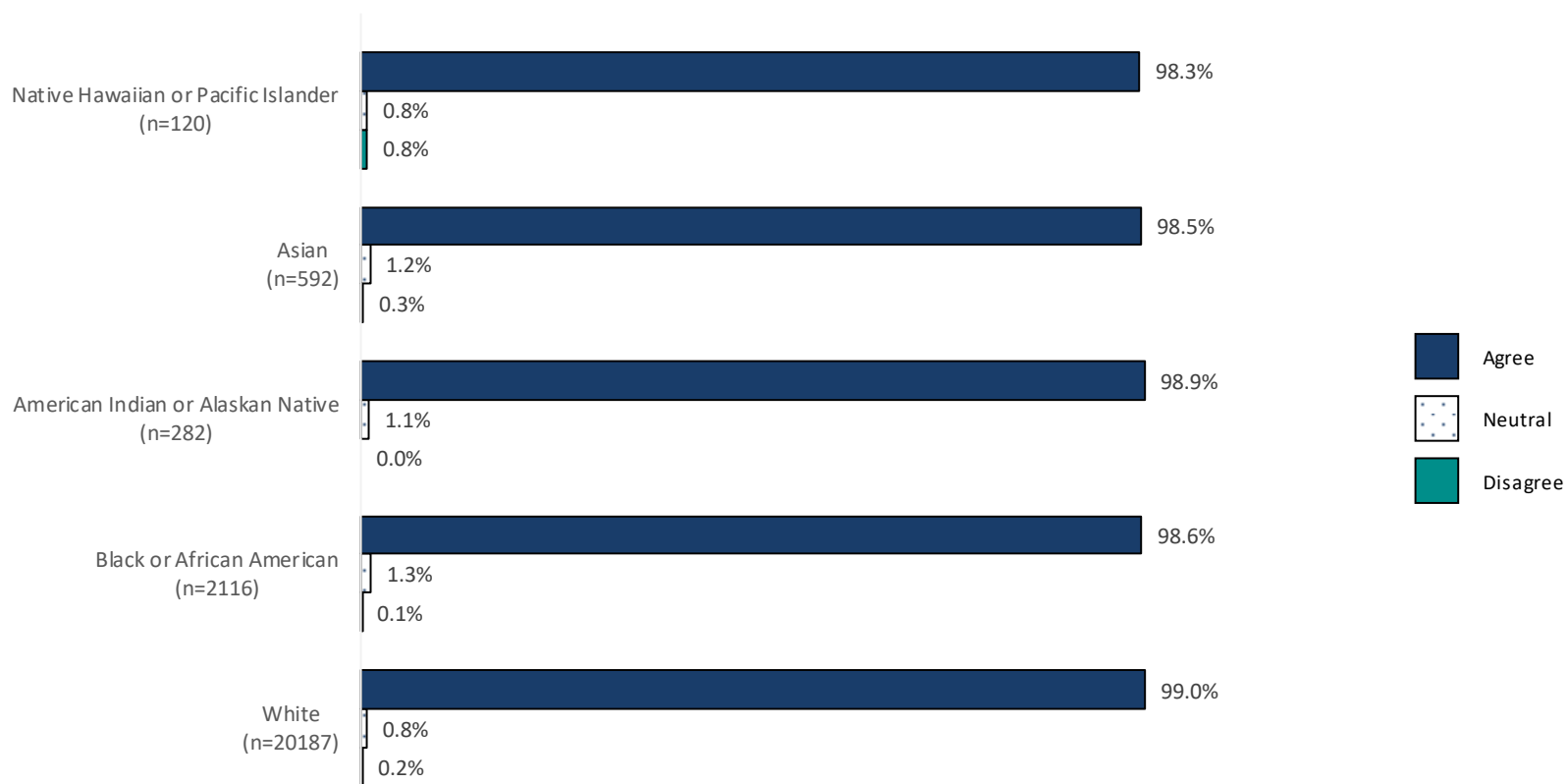
## Appendix A: Respondent Characteristics: Next of Kin

### ELEMENT OF COMPARISON

#### Influence of race on the perception of overall appearance of the national cemetery

Question 31: What is your race?

Question 42: The overall appearance of the national cemetery is excellent.



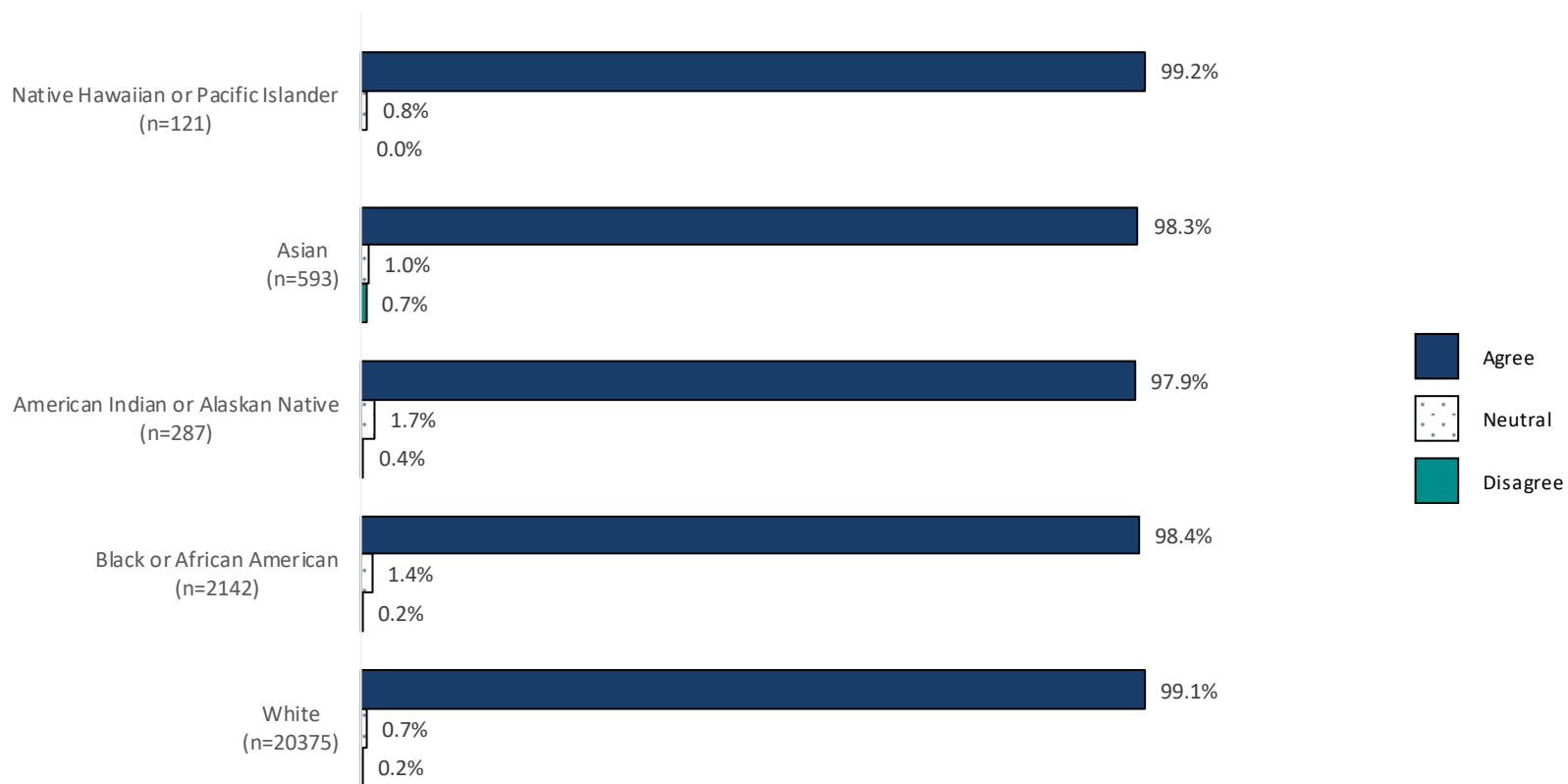
## Appendix A: Respondent Characteristics: Next of Kin

### ELEMENT OF COMPARISON

#### Influence of race on recommending the cemetery

Question 31: What is your race?

Question 44: I would recommend the cemetery to Veteran families during their time of need.



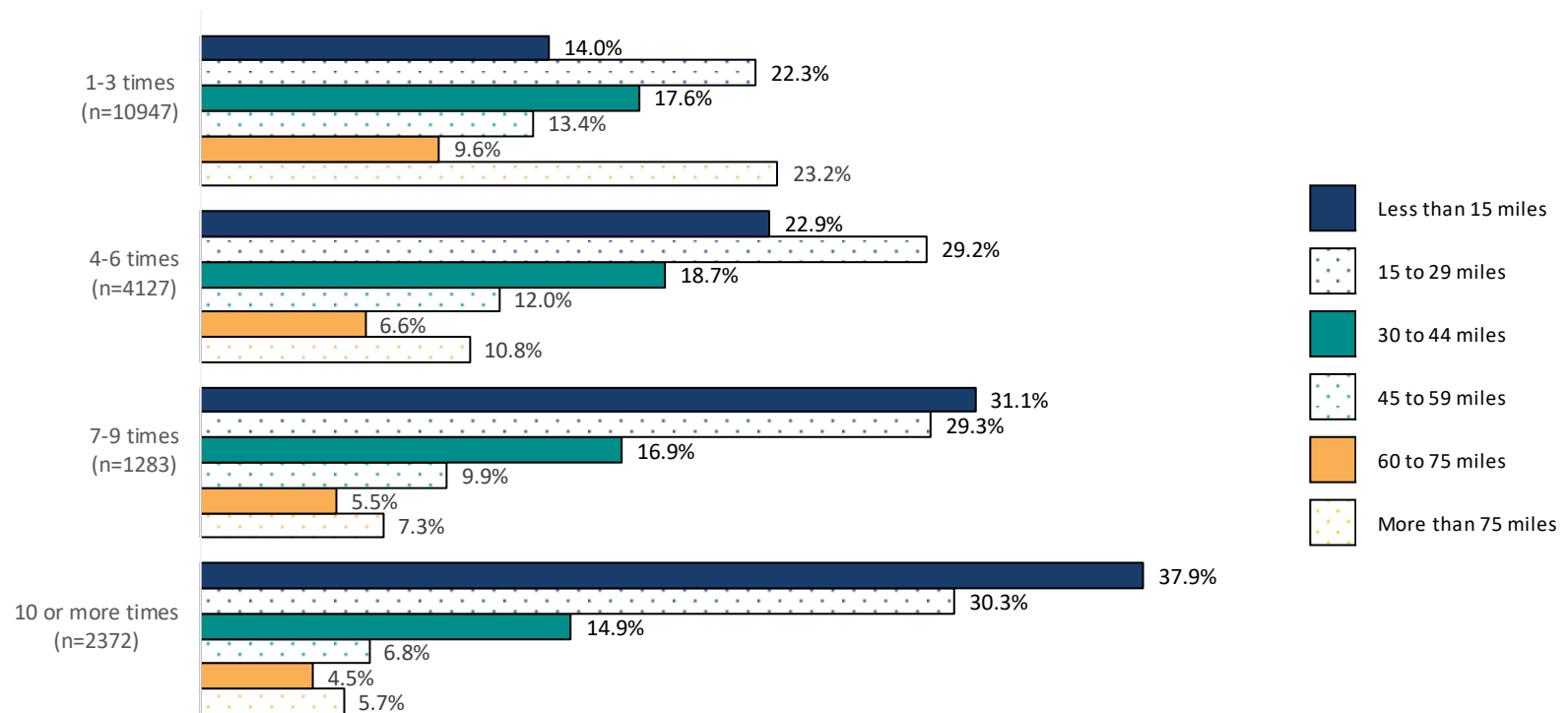
## Appendix A: Respondent Characteristics: Next of Kin

### ELEMENT OF COMPARISON

#### Number of times you have visited the national cemetery by the distance to cemetery

Question 1: Since the committal service, how many times have you visited the national cemetery where your loved one was interred?

Question 2: How far do you reside from the national cemetery?



## Appendix A: Respondent Characteristics: Next of Kin

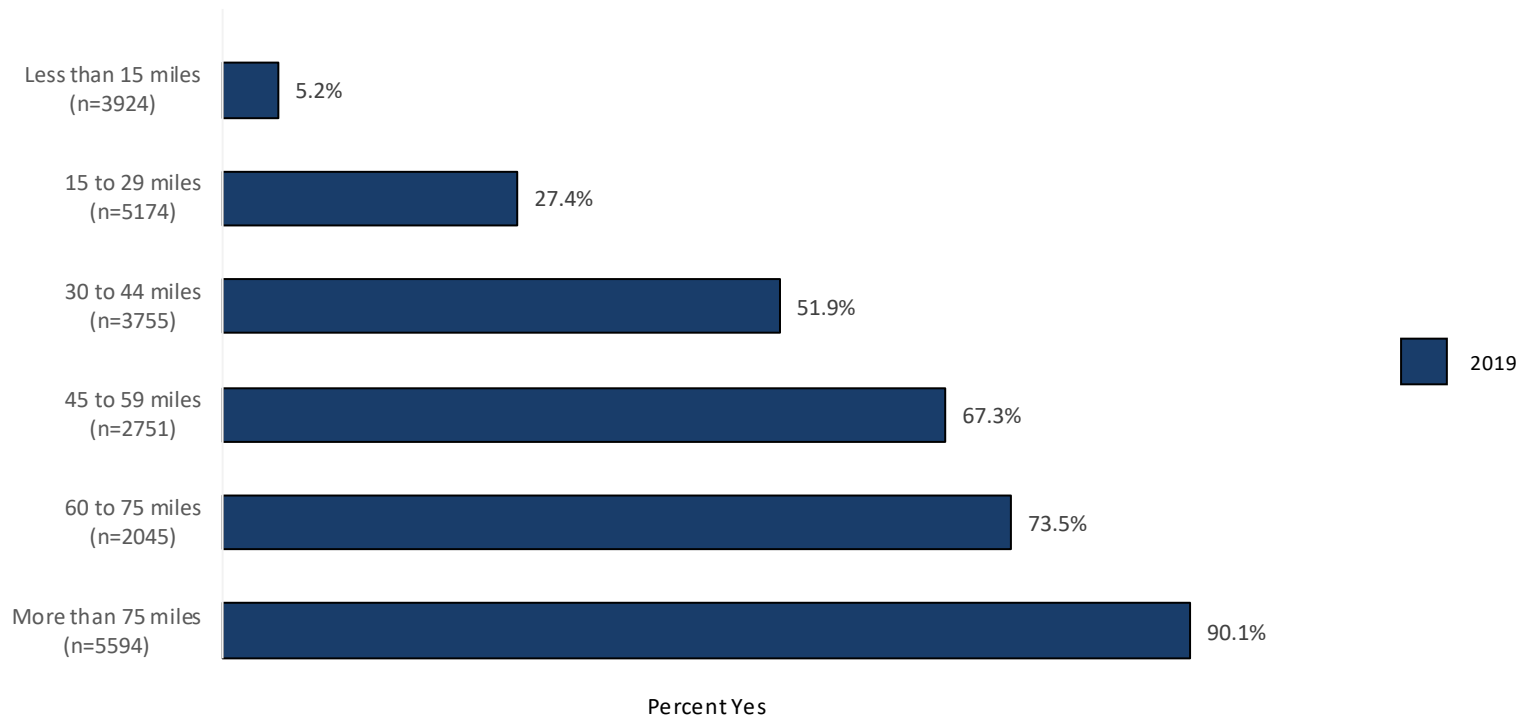
### ELEMENT OF COMPARISON

#### Factors influencing visiting by the distance to cemetery

Question 2: How far do you reside from the national cemetery?

Question 3a: Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred?

- Distance to the national cemetery





## Appendix A: Respondent Characteristics: Next of Kin

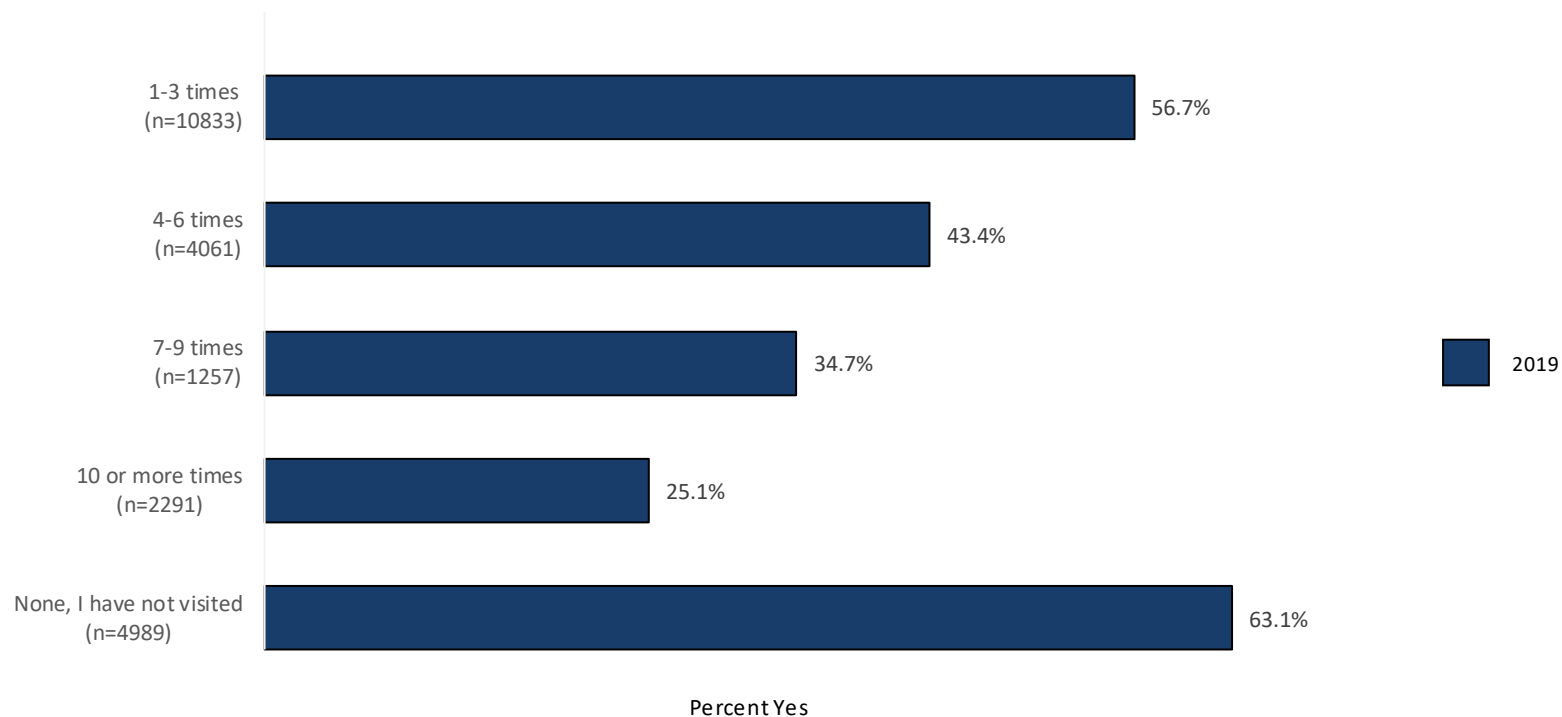
### ELEMENT OF COMPARISON

#### Factors influencing visiting by number of times visiting the national cemetery

Question 1: Since the committal service, how many times have you visited the national cemetery where your loved one was interred?

Question 3a: Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred?

- Distance to the national cemetery



## Appendix A: Respondent Characteristics: Next of Kin

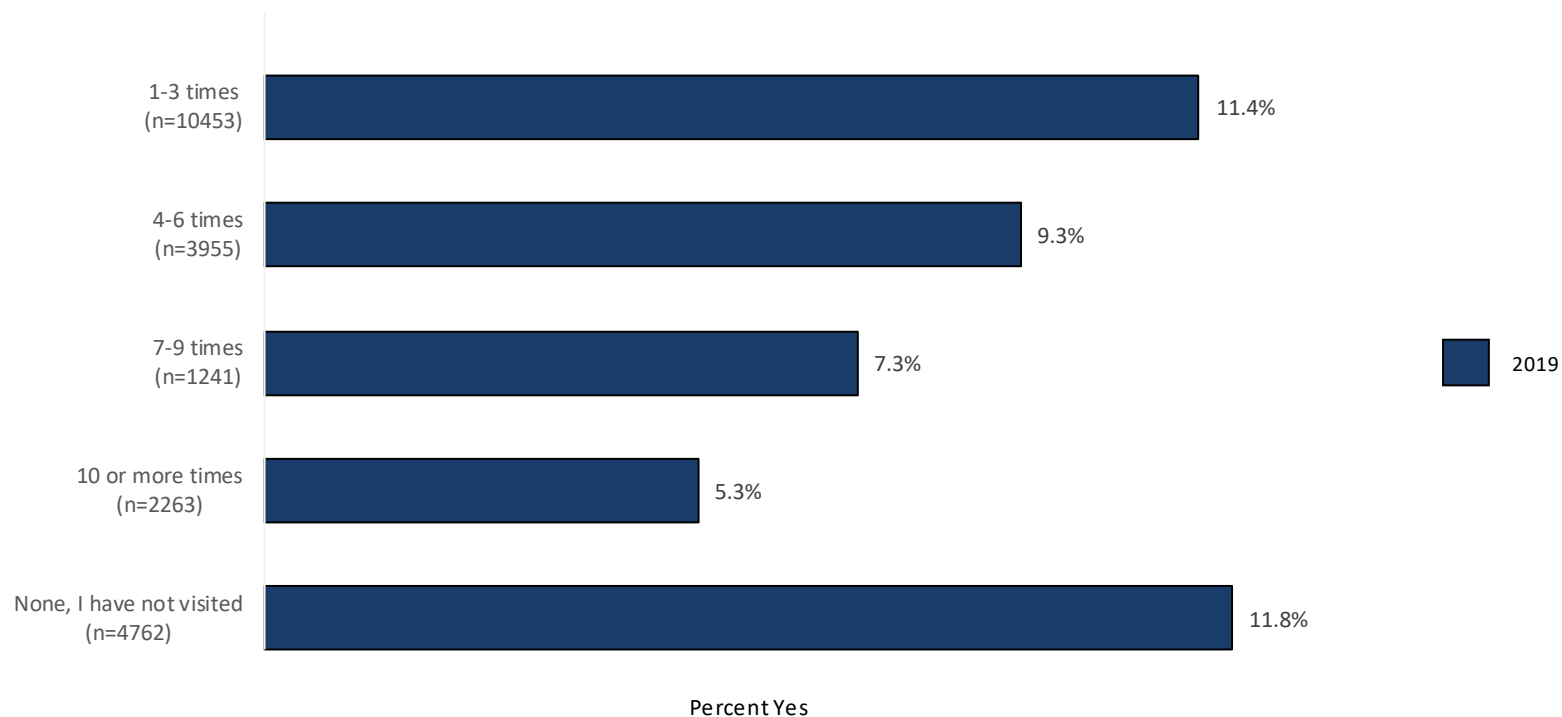
### ELEMENT OF COMPARISON

#### Factors influencing visiting by number of times visiting the national cemetery

Question 1: Since the committal service, how many times have you visited the national cemetery where your loved one was interred?

Question 3b: Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred?

- Access to transportation



## Appendix A: Respondent Characteristics: Next of Kin

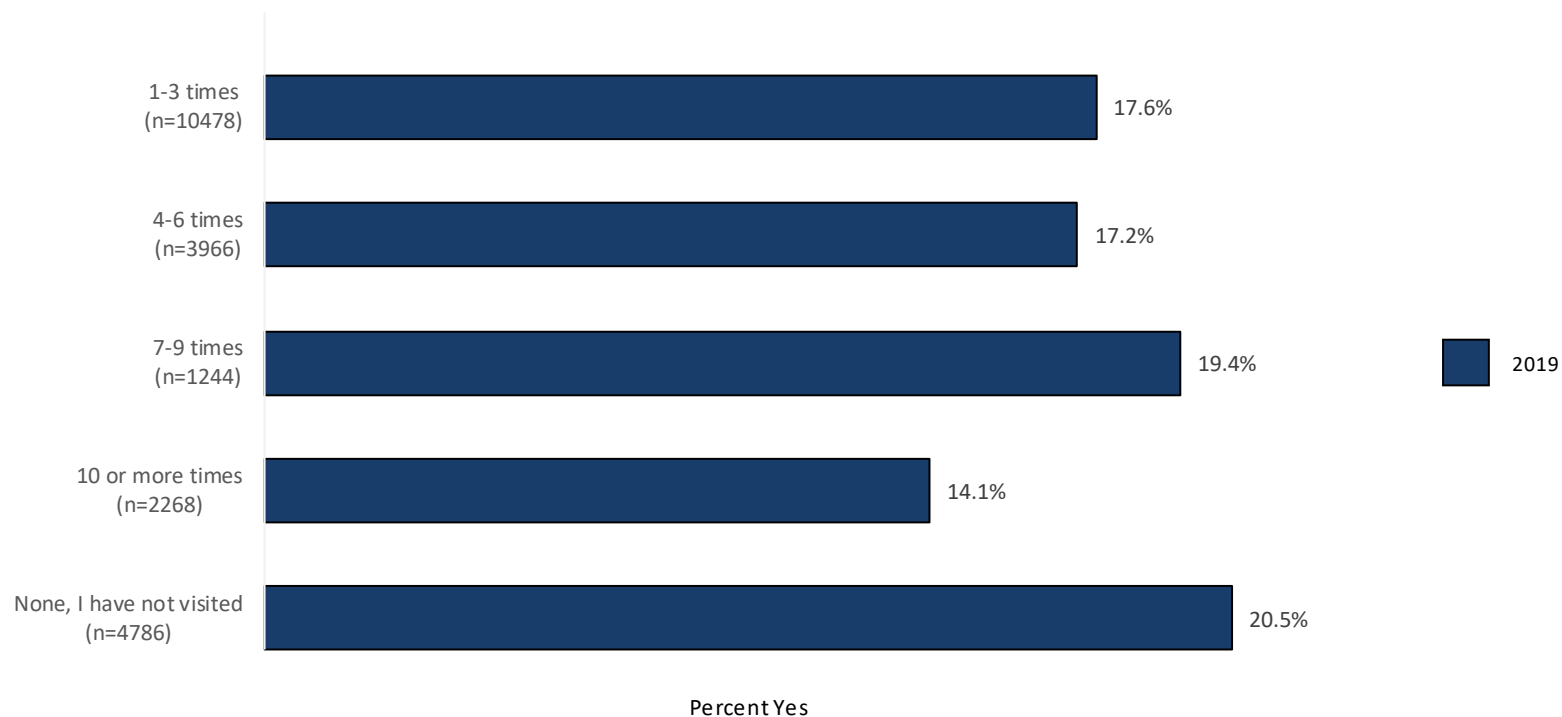
### ELEMENT OF COMPARISON

#### Factors influencing visiting by number of times visiting the national cemetery

Question 1: Since the committal service, how many times have you visited the national cemetery where your loved one was interred?

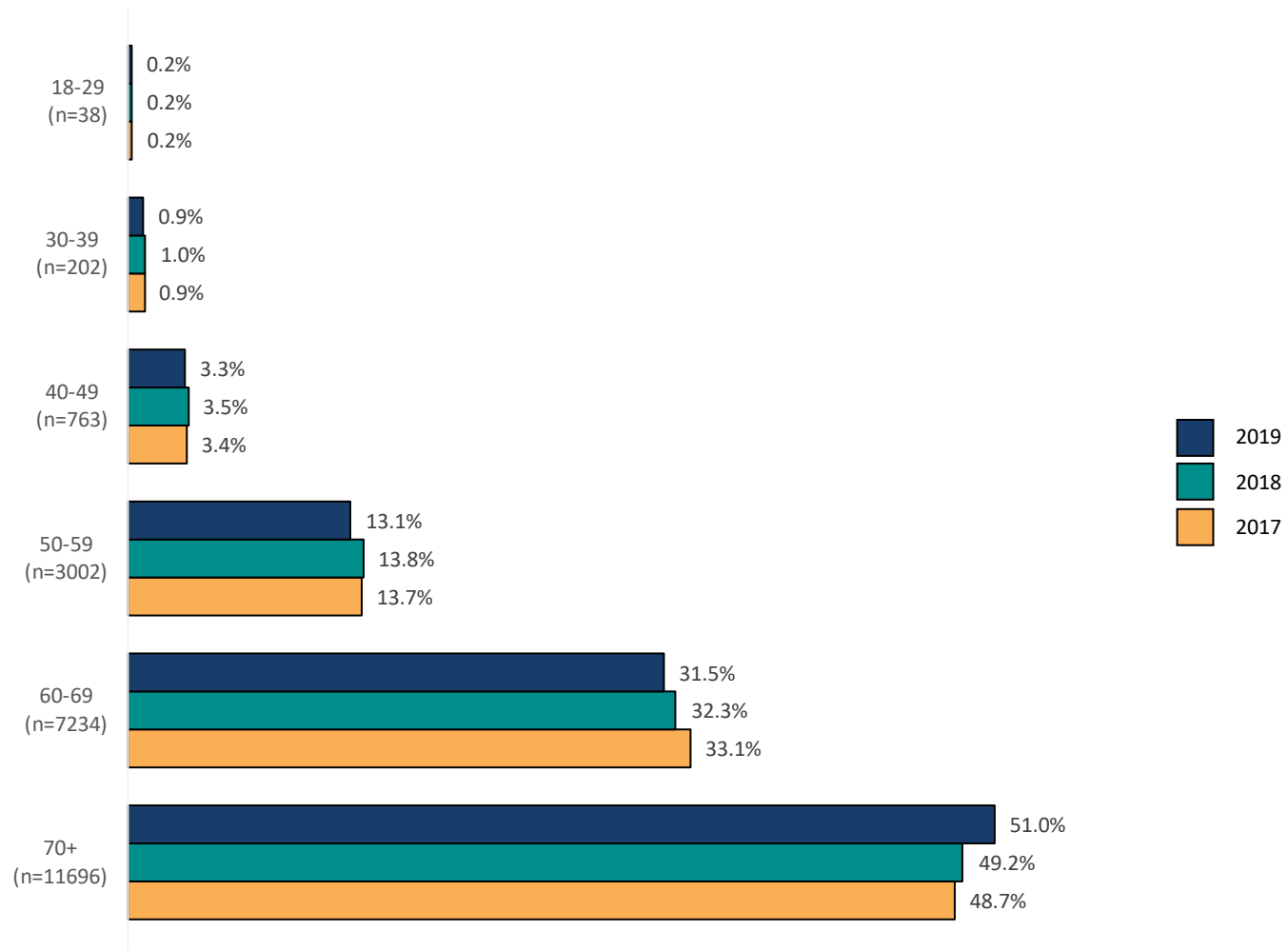
Question 3c: Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred?

- Health status



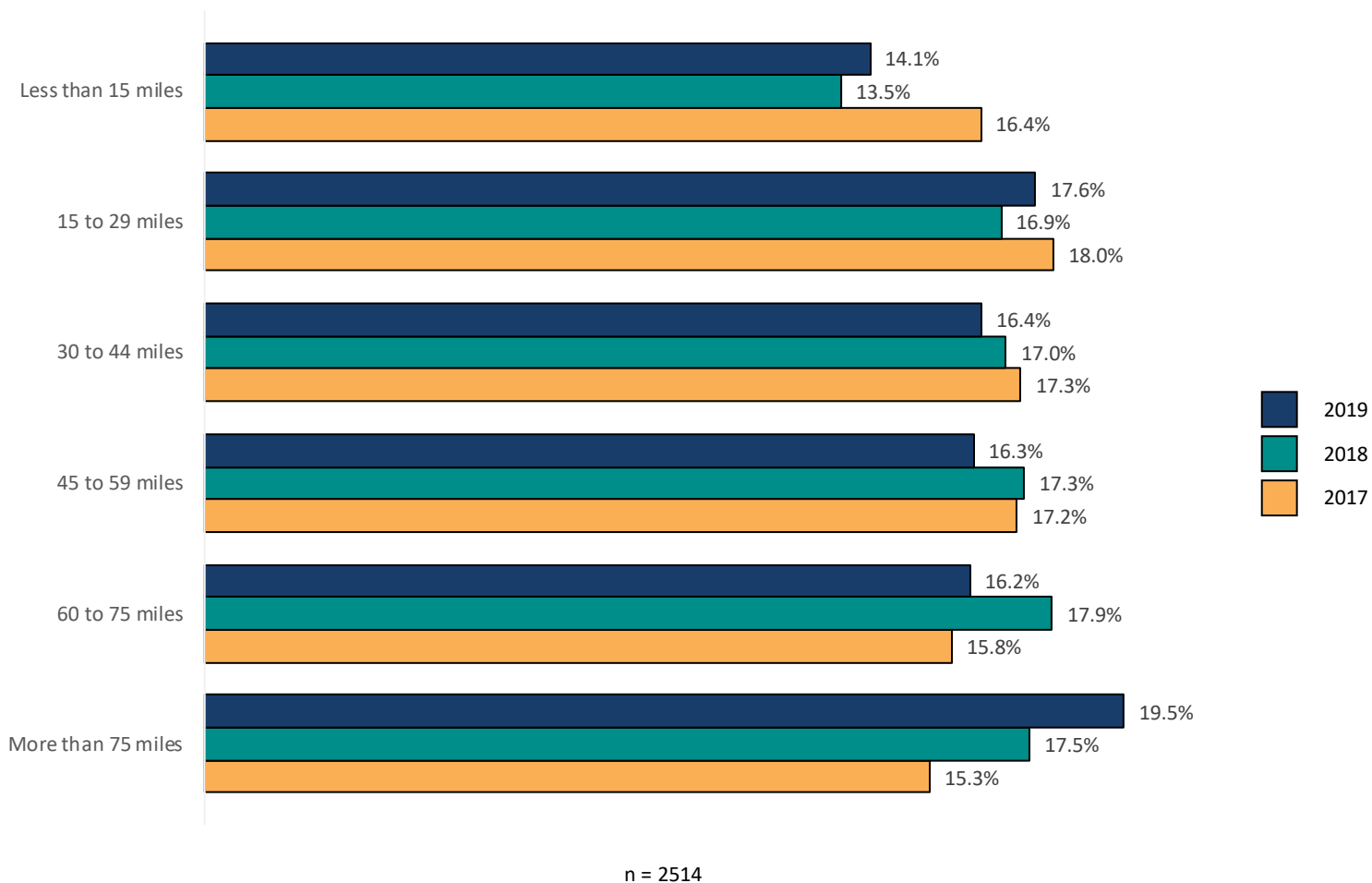
## Appendix A: Respondent Characteristics: Next of Kin

### Question 32: In what year were you born? (Age group)



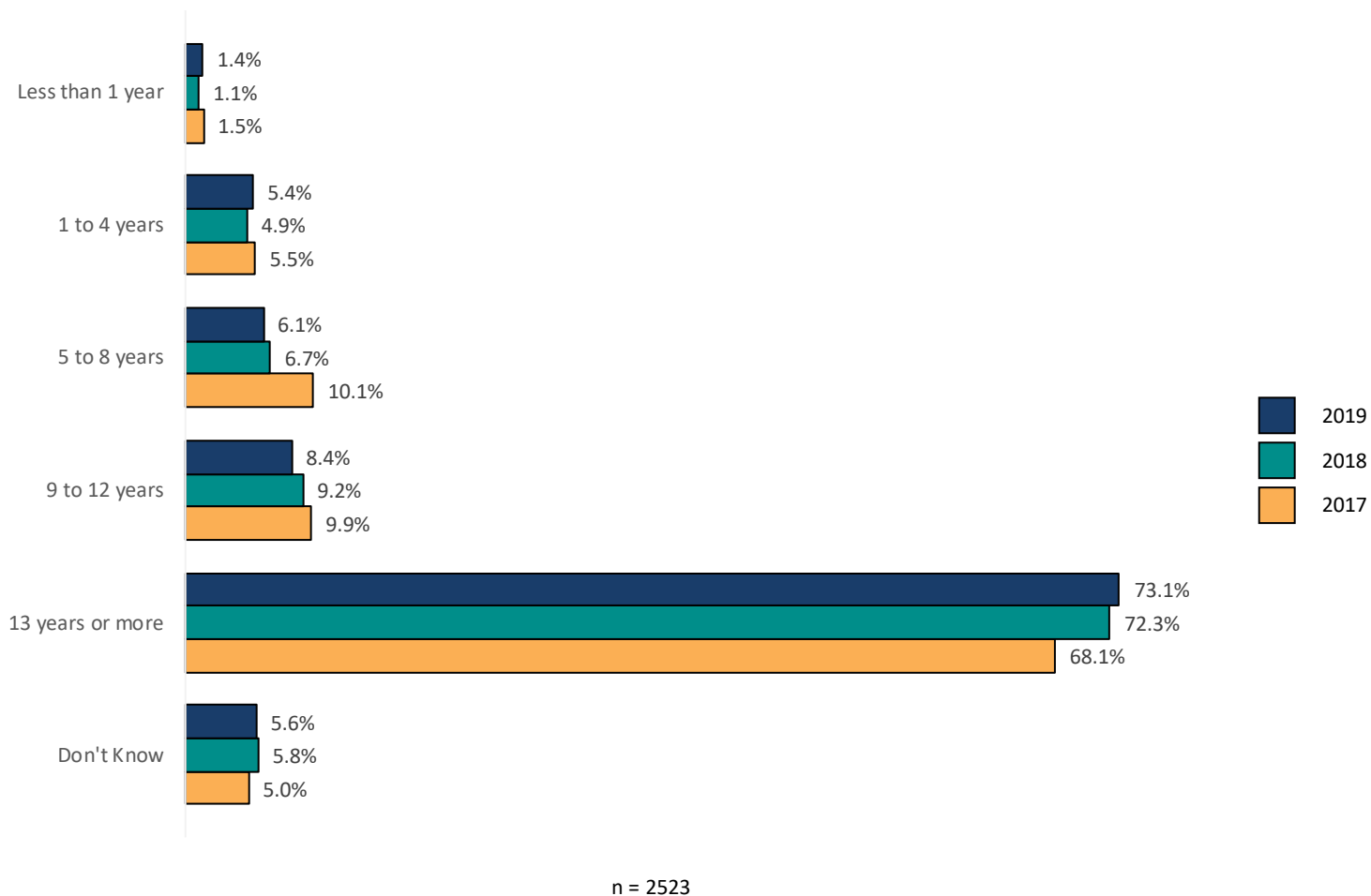
## Appendix A: Respondent Characteristics: Funeral Directors

Question 2: How far is your funeral home from the national cemetery with which you most frequently do business?



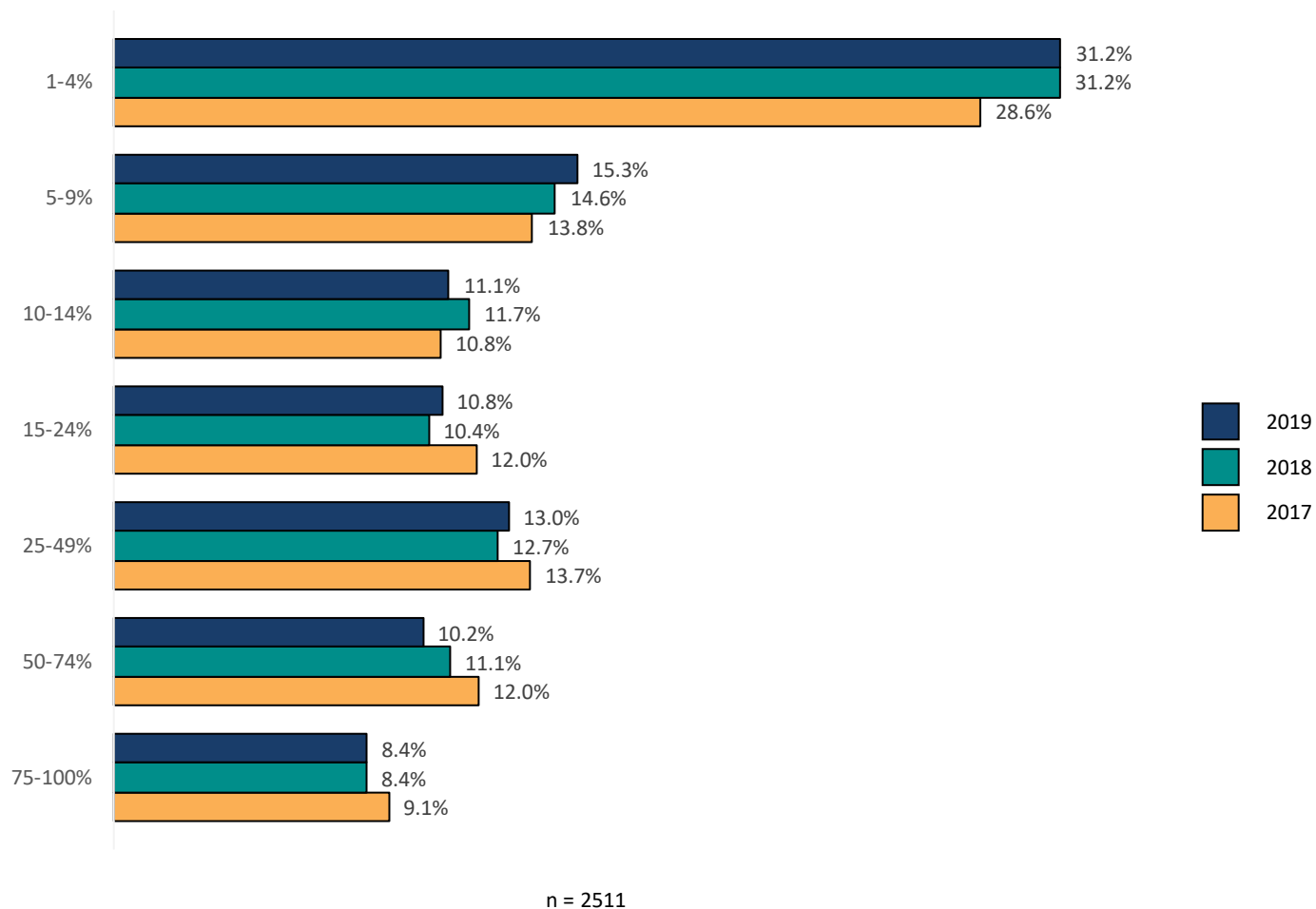
## Appendix A: Respondent Characteristics: Funeral Directors

Question 3: How long has your funeral home worked with the national cemetery?



## Appendix A: Respondent Characteristics: Funeral Directors

Question 4: Of the eligible Veteran families you serve, approximately what percent choose burial in the national cemetery?



---

## **Appendix B: Methodology and Survey Instruments**

### **SECTION DESCRIPTION**

- Presented within this appendix is a detailed description of the methodology used to develop and administer the 2019 NCA Survey of Satisfaction with National Cemeteries.
- Details about the survey development, the sampling procedure, and the mailing protocol are included.
- Details about the overall survey response rate are included.
- Finally, this section summarizes the types and number of calls received in the toll-free assistance line established to respond to survey respondents' questions or concerns about the survey.



## Appendix B: Methodology and Survey Instruments

---

### Project Background

To better assess satisfaction with services provided by national cemeteries and to measure process performance, the National Cemetery Administration (NCA) Office of Finance and Planning contracted with Vistra, a communications strategy and professional solutions firm, to conduct the 2019 Survey of Satisfaction with National Cemeteries. The 2019 survey represents the nineteenth full administration of the satisfaction survey.

The first full administration of the survey took place from July to September 2001 and resulted in the development of 80 cemetery-level reports, five District reports, and an overall National Summary report. Findings from the surveys are presented to NCA leadership annually.

The national cemeteries survey was fielded to next of kin from October 15, 2018 to July 2, 2019, and to funeral directors from March 1, 2019 to July 2, 2019. Mailing data was extracted from NCA's Automated Monument Application System (AMAS) database and the Burial Operations Support System (BOSS) for records with interment dates from February 1, 2018 to January 31, 2019.

Surveys were mailed to 52,082 next of kin who had interred a loved one at a national cemetery. Surveys were also mailed to 12,610 funeral directors who had worked with national, private, and State or Tribal Veterans cemeteries.

## Appendix B: Methodology and Survey Instruments

---

This appendix presents the detailed methodology used to conduct the 2019 Survey of Satisfaction with National Cemeteries. It is presented in the following sections:

- Survey Development
- Sampling
- Mailing Protocol and Schedule
- National Response Rates
- Toll-free Assistance Line

A detailed break-out of response rates by national cemetery can be found in Appendix E.

### Survey Development

The survey instrument used for the 2019 survey administration was developed from the 2018 survey instrument. The original questionnaire in 2001 was developed through the following steps:

- Focus groups with next of kin and funeral directors at three national cemeteries to identify salient issues
- Development of a draft survey
- Cognitive lab sessions with next of kin and funeral directors to identify survey improvements
- Pretest administration to 900 respondents nationwide
- Survey revisions based on analysis of pretest findings

The final 2019 questionnaires included a total of 52 questions for next of kin, and 41 questions for funeral directors.

## Appendix B: Methodology and Survey Instruments

### Sampling

Vistra developed a detailed sampling plan that determined the sample size needed for each national cemetery to yield valid data at the 95 percent confidence level, assuming a 30 percent response rate. Interments were stratified by quarter and cemetery. A multi-tiered approach was used, depending on the number of interments within each national cemetery. Within each tier (stratum) a random selection occurred for each cemetery. For cemeteries with 100 or more interments, a random sample of next of kin was drawn based on the required sample size needed to yield a 95 percent confidence level. For cemeteries with fewer than 100 interments, the number of survey returns needed to yield a valid sample at the 95 percent confidence level exceeded the population size, given a 30 percent response rate. Consequently, Vistra sent surveys to the census of next of kin at these cemeteries.

Based on this approach, Vistra sent surveys to 52,082 next of kin.

Vistra sent surveys to 12,610 funeral directors. All unique funeral homes who (1) assisted with interments at national cemeteries from February 2018 to January 2019; (2) assisted with interments at State or Tribal Veterans Cemeteries during that same period; or (3) who assisted with obtaining memorial products for interments during that period were mailed a survey.

Vistra mailed each funeral director three survey instruments contained in one physical survey package: The National Cemeteries Satisfaction Survey, the State or Tribal Veterans Cemetery Satisfaction Survey, and the Memorial Products Service Survey. Funeral directors were asked to complete all sections applicable to their experience.

The below table presents the number of surveys mailed by district.

Number of Surveys Mailed by District		
	Next of Kin	Funeral Directors
Continental District	7870	1260
Midwest District	10791	2306
North Atlantic District	7930	2481
Pacific District	13503	1131
Southeast District	11988	1891

## Appendix B: Methodology and Survey Instruments

---

### Mailing Protocol and Schedule

This year, for the first time, a quarterly mailing of the next of kin survey was implemented rather than one annual mailing. As a result, NCA is surveying next of kin within three to six months of the interment.

The quarterly mailings included the following months of interment:

Quarter 1	Quarter 2	Quarter 3	Quarter 4
February 2018	May 2018	August 2018	November 2018
March 2018	June 2018	September 2018	December 2018
April 2018	July 2018	October 2018	January 2019

The mailing protocol consisted of four next of kin mailings and one funeral director mailing. Each mailing consisted of three waves. The three waves included:

- Wave 1: A copy of the questionnaire, a return envelope, and a cover letter signed by the Executive Director of Cemetery Operations for NCA, requesting their participation.
- Wave 2: A second copy of the questionnaire, a return envelope, and a cover letter.
- Wave 3: A reminder/thank you/focus group postcard.

In addition to the traditional reminder and thank you postcard, this year's postcard included an invitation to participate in a focus group as the NCA seeks to gather more qualitative insights on customer experience. Next of kin and funeral directors were instructed to provide their contact information and how they would be willing to participate (i.e. online, by phone, or in person) and return the postage-paid postcard in the mail.

## Appendix B: Methodology and Survey Instruments

---

Residents of Puerto Rico were mailed Spanish language materials. Spanish surveys were sent to 535 next of kin and 175 funeral directors.

The mailings took place according to the following schedule:

MAILING SCHEDULE	NOK Quarter 1	NOK Quarter 2	NOK Quarter 3	NOK Quarter 4	Funeral Directors
Wave 1: First questionnaire	10/15/2018	11/01/2018	02/01/2019	05/01/2019	03/01/2019
Wave 2: Second questionnaire	11/28/2018	12/21/2018	03/14/2019	06/06/2019	04/12/2019
Wave 3: Postcard	12/26/2018	01/09/2019	04/04/2019	06/21/2019	05/03/2019
Closed Field Date	07/02/2019				

## Appendix B: Methodology and Survey Instruments

### National Response Rates

Nationally, the survey yielded a response rate of 43.8% (49.4% for next of kin and 21.0% for funeral directors).

The response rate is calculated by dividing the number of completed questionnaires by the number of eligible questionnaires.

Eligible questionnaires were those that were returned completed and those that were not returned. Ineligible questionnaires were those that were returned undeliverable.

The table below presents information about the overall response rates for the next of kin and funeral director surveys.

Survey Response Rates			
	Next of Kin	Funeral Directors	Total
<b>Total Sample</b>	<b>52082</b>	<b>12610</b>	<b>64692</b>
Undeliverable	3030	472	3502
<b>Total Eligible Questionnaires</b>	<b>49052</b>	<b>12138</b>	<b>61190</b>
<b>Total Returned Surveys</b>	<b>24235</b>	<b>2545</b>	<b>26780</b>
English Surveys Returned	24010	2509	26519
Spanish Surveys Returned	225	36	261
<b>Total Response Rate (Returned/Eligible)</b>	<b>49.41%</b>	<b>20.97%</b>	<b>43.77%</b>

## Appendix B: Methodology and Survey Instruments

The tables below present survey returns by quarter, District and completion method.

Survey Returns by Quarter				
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
<b>Sample</b>	<b>13220</b>	<b>12371</b>	<b>13610</b>	<b>12881</b>
Undeliverable	880	654	792	704
<b>Eligible Questionnaires</b>	<b>12340</b>	<b>11717</b>	<b>12818</b>	<b>12177</b>
<b>Returned Surveys</b>	<b>5850</b>	<b>5983</b>	<b>6816</b>	<b>5586</b>
<b>Response Rate</b>	<b>47.41%</b>	<b>51.06%</b>	<b>53.18%</b>	<b>45.87%</b>

Survey Returns by District				
	Next of Kin		Funeral Directors	
Continental District	3302	13.62%	301	11.83%
Midwest District	5391	22.24%	612	24.05%
North Atlantic District	3834	15.82%	510	20.04%
Pacific District	6100	25.17%	187	7.35%
Southeast District	5608	23.14%	398	15.64%

## Appendix B: Methodology and Survey Instruments

---

Survey Returns by Web and Mail					
		Next of Kin		Funeral Directors	
Web Completes	English	1431	5.90%	294	11.5%
	Spanish	13	0.05%	2	0.08%
	<b>Total</b>	<b>1444</b>	<b>5.96%</b>	<b>296</b>	<b>11.63%</b>
Paper Completes	English	22579	93.17%	2215	87.03%
	Spanish	212	0.87%	34	1.34%
	<b>Total</b>	<b>22791</b>	<b>94.04%</b>	<b>2249</b>	<b>88.37%</b>
<b>Total Returned Surveys</b>		<b>24235</b>	<b>100%</b>	<b>2545</b>	<b>100%</b>



## Appendix B: Methodology and Survey Instruments

---

### Toll-Free Assistance Line

To facilitate responses during the survey administration period, Vistra maintained a survey-specific, dedicated, toll-free help line where respondents could leave questions. A live agent returned all survey-related calls within 24 hours or the next business day.

Overall, during the survey administration period 504 respondents called the help line with questions pertaining to the 2019 NCA Customer Satisfaction Surveys. Calls were fielded from October 18, 2018 through July 3, 2019.

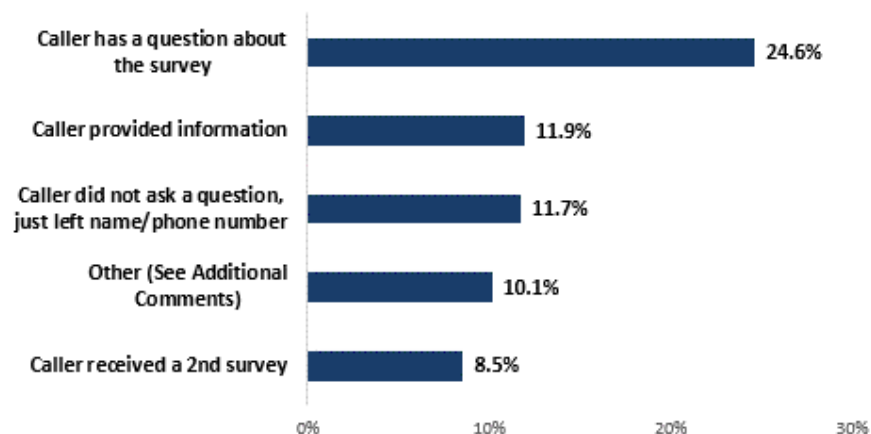
The majority of calls received pertained to one of the following:

- Survey-related questions
  - Questions varied by caller, but common themes included how to answer a particular question, not understanding terminology on the survey, not understanding the difference between a “national” and “state or tribal” cemetery, and inquiries on whether they could take the survey on behalf of next of kin (deceased or unable to take it).
- Provided information
  - Callers provided general information about the status of their survey. This information included if they sent in the survey, when they would send the survey, or why they would not be completing the survey.
- Request to not be contacted
  - Callers requested to be removed from the mailing list for the following reasons: they completed the survey and received a second survey or postcard, they did not want to participate in the survey, or because the next of kin is deceased.
- NCA-related questions and comments
  - Questions varied by caller, but common themes included requesting a Presidential Memorial Certificate, questions or comments about the interment service, and questions or comments about the headstone, marker, or medallion.

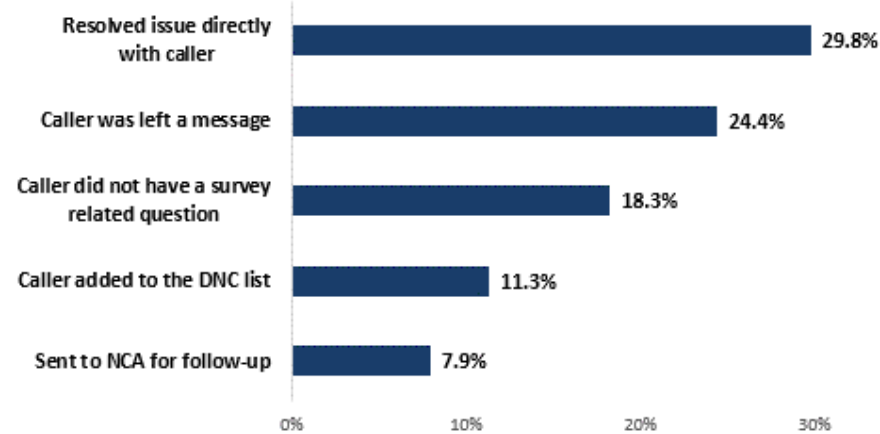
## Appendix B: Methodology and Survey Instruments

The below charts and tables show the reasons for calls and the resolutions.

**Top 5 Call Reasons**



**Top 5 Call Resolutions**



Reason for Calls	n	Percent
Caller has a question about the survey	124	24.6%
Caller provided information	60	11.9%
Caller did not ask a question, just left name/phone number	59	11.7%
Other (See Additional Comments)	51	10.1%
Caller received a 2nd survey	43	8.5%
Do not call or survey	36	7.1%
Sent in/completed survey	37	7.3%
Caller received the postcard	27	5.4%
Caller requested a paper survey	13	2.6%
NOK is deceased	11	2.2%
Caller did not get the survey, just the postcard	9	1.8%
Online survey issue	9	1.8%
Change of name/address	10	2.0%
Caller is not able to fill out the survey because of mental or physical	6	1.2%
3-digit code requested	5	1.0%
Caller needs return envelope/address	4	0.8%
<b>Grand Total</b>	<b>504</b>	<b>100.0%</b>

Resolutions	n	Percent
Resolved issue directly with caller	150	29.8%
Caller was left a message	123	24.4%
Caller did not have a survey related question	92	18.3%
Caller added to the DNC list	57	11.3%
Sent to NCA for follow-up	40	7.9%
Other (See Additional Comments)	27	5.4%
Unable to contact	14	2.8%
Sent to Spanish Consultant	1	0.2%
<b>Grand Total</b>	<b>504</b>	<b>100.0%</b>

## Appendix B: Methodology and Survey Instruments

OMB Control Number 2900-0571  
Estimated Completion Time: 20 Minutes

**U.S. DEPARTMENT OF VETERANS AFFAIRS  
NATIONAL CEMETERY ADMINISTRATION**

**NATIONAL CEMETERIES:  
2019 NEXT OF KIN/FAMILY MEMBER SATISFACTION SURVEY**



VA may not conduct, sponsor, or require the respondent to respond to this collection of information unless it displays a valid OMB Control Number. All responses to this collection are voluntary. Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time necessary for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The information collected is intended to be used in making improvements in services within the National Cemetery Administration of the Department of Veterans Affairs and for associated administrative purposes. Failure to furnish the requested information will have no adverse effect on any VA benefit to which you may be entitled.

The information you supply will be confidential and protected by the Privacy Act of 1974 (5 U.S.C. 522a) and the VA's confidentiality statute (38 U.S.C. 5701) as implemented by 38 CFR 1.526(a) and 38 CFR 1.576(b). Disclosure of information involves releases of statistical data and other non-identifying data for the improvement of services within the National Cemetery Administration and for associated administrative purposes. Please send any comments regarding this burden estimate or any other aspect of this collection, including suggestions for reducing this burden, to VA Clearance Officer (005G2), 810 Vermont Ave., NW, Washington DC 20420. SEND COMMENTS ONLY. DO NOT SEND THIS FORM OR REQUESTS FOR BENEFITS TO THIS ADDRESS.

### Marking Instructions.

**The survey will take about 20 minutes to complete.**

Please read each question carefully and respond by filling in the circle of the response that most closely represents your opinion.

**Correct Mark**



**Incorrect Marks**



- Use pencil or pen. Make heavy dark marks that fill the circles completely. If you wish to change an answer, erase cleanly (pencil) or put an "X" over the incorrect response (pen).
- Fill in one answer circle for each question unless it tells you to "mark all that apply."
- When you are finished, please place the questionnaire in the enclosed postage-paid envelope and put it in the mail.

**If you have any questions or concerns, please call the Survey Help Desk at:  
(888) 208-8237**



< MasterID >

NATIONAL CEMETERY ADMINISTRATION  
295127-2

- 1 -

## Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark ☐ ☐ ☒ ☐ Incorrect Marks ☒ ☒ ☒ ☒

*Please complete this survey based on your experiences at the national cemetery where your loved one was interred.*

- Since the committal service, how many times have you visited the national cemetery where your loved one was interred?
  - ☐ 1 – 3
  - ☐ 4 – 6
  - ☐ 7 – 9
  - ☐ 10 or more
  - ☐ None, I have not visited
- How far do you reside from the national cemetery?
  - ☐ Less than 15 miles
  - ☐ 15 to 29 miles
  - ☐ 30 to 44 miles
  - ☐ 45 to 59 miles
  - ☐ 60 to 75 miles
  - ☐ More than 75 miles
- Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred? (Mark all that apply)
  - ☐ Distance to the national cemetery
  - ☐ Access to transportation
  - ☐ Health status
  - ☐ Other (specify) \_\_\_\_\_
- Have you ever served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit?
  - ☐ Yes
  - ☐ No
- Prior to your time of need, were you aware of the benefits related to burial in a national cemetery?
  - ☐ Yes
  - ☐ No -> Go To #7
- How did you learn of these benefits prior to your time of need? (Mark all that apply)
  - ☐ Family member/friend
  - ☐ Pre-Need Burial Eligibility Determination
  - ☐ Funeral home
  - ☐ Military discharge-related materials
  - ☐ Other Veteran/active duty member
  - ☐ VA/NCA pamphlet, newsletter, brochure,
  - ☐ VA/NCA website
  - ☐ VA/NCA social media (Facebook or Twitter)
  - ☐ Veterans Service Organization
  - ☐ Other VA organization
  - ☐ Local newspaper/news report
  - ☐ Public events (e.g., parades, speeches)
  - ☐ Professional/military association meetings
- Prior to the time of need, what is the BEST way for the national cemetery to convey information regarding benefits? (Mark only one)
  - ☐ E-mail
  - ☐ VA/NCA website
  - ☐ VA/NCA social media (Facebook or Twitter)
  - ☐ Newsletter/flyer
  - ☐ Local newspaper/television news reports
  - ☐ Public events (e.g., parades, speeches)
  - ☐ Professional/military association meetings
  - ☐ Other (specify) \_\_\_\_\_
- Overall, how satisfied are you with the information you were provided throughout your experiences with the national cemetery?
  - ☐ Very satisfied
  - ☐ Somewhat satisfied
  - ☐ Neither satisfied nor dissatisfied
  - ☐ Somewhat dissatisfied
  - ☐ Very dissatisfied
- To what extent were you informed of the details (e.g., length of service, use of committal shelters) related to the committal service prior to attending the service?
  - ☐ Very informed
  - ☐ Somewhat informed
  - ☐ Neither informed nor uninformed
  - ☐ Somewhat uninformed
  - ☐ Very uninformed

< MasterID > - 2 -

## Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark ☐ ☐ ☒ ☐ Incorrect Marks ☒ ☒ ☒ ☒

<p>10. Did you or a family member personally schedule the interment through the NCA scheduling center?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No, a funeral director scheduled it on my behalf → Go To #12</p> <p><input type="radio"/> Don't know → Go To #12</p> <p>11. How satisfied were you with the service you or your family member received from the NCA scheduling center?</p> <p><input type="radio"/> Very satisfied</p> <p><input type="radio"/> Somewhat satisfied</p> <p><input type="radio"/> Neither satisfied nor dissatisfied</p> <p><input type="radio"/> Somewhat dissatisfied</p> <p><input type="radio"/> Very dissatisfied</p> <p>12. At the committal service, did your family have any of the following special needs or requests? (Mark all that apply)</p> <p><input type="radio"/> Visit the gravesite</p> <p><input type="radio"/> View the burial</p> <p><input type="radio"/> Specific religious practices (e.g., blessing the gravesite)</p> <p><input type="radio"/> Specific cultural practices (e.g., spreading placement of earth/soil into the grave)</p> <p><input type="radio"/> Additional seating at the committal service</p> <p><input type="radio"/> Handicapped accommodations</p> <p><input type="radio"/> No, my family did not have any special needs or requests → Go To #14</p> <p>13. Was the cemetery able to accommodate these special needs or requests to your satisfaction?</p> <p><input type="radio"/> Yes, completely</p> <p><input type="radio"/> Yes, somewhat</p> <p><input type="radio"/> No, and I understand why</p> <p><input type="radio"/> No, and I did not understand why</p> <p>14. In what religious practice was the burial conducted?</p> <p><input type="radio"/> Christian</p> <p><input type="radio"/> Catholic</p> <p><input type="radio"/> Muslim</p> <p><input type="radio"/> Jewish</p> <p><input type="radio"/> Buddhist</p> <p><input type="radio"/> Hindu</p> <p><input type="radio"/> Atheist</p> <p><input type="radio"/> Agnostic</p> <p><input type="radio"/> None</p> <p><input type="radio"/> Other (specify) _____</p>	<p>15. Prior to the service for your loved one, did you view the NCA videos illustrating different committal service options at VA national cemeteries?</p> <p><input type="radio"/> Yes, I viewed it online</p> <p><input type="radio"/> Yes, the funeral director provided it</p> <p><input type="radio"/> No → Go To #18</p> <p>Please indicate your level of agreement with the following statement:</p> <p>16. The video(s) helped me understand the burial process at the national cemetery.</p> <p><input type="radio"/> Strongly agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Neither agree nor disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p> <p>17. Was your experience at the national cemetery similar to the video on service options you viewed?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p>18. If your loved one received military funeral honors, how satisfied were you with the quality of the honors received?</p> <p><input type="radio"/> Very satisfied</p> <p><input type="radio"/> Somewhat satisfied</p> <p><input type="radio"/> Neither satisfied nor dissatisfied</p> <p><input type="radio"/> Somewhat dissatisfied</p> <p><input type="radio"/> Very dissatisfied</p> <p><input type="radio"/> My loved one did not receive military funeral honors</p> <p>19. Overall, how satisfied were you with the committal service at the national cemetery?</p> <p><input type="radio"/> Very satisfied</p> <p><input type="radio"/> Somewhat satisfied</p> <p><input type="radio"/> Neither satisfied nor dissatisfied</p> <p><input type="radio"/> Somewhat dissatisfied</p> <p><input type="radio"/> Very dissatisfied</p> <p>20. Were the headstone, marker, or columbarium niche cover inscription options explained to you?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Not sure/don't know</p>
---	--

- 3 -      < MasterID >



## Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark ☐ ☐ ☒ ☐ Incorrect Marks ☒ ☒ ☒ ☒

21. Did you feel you had sufficient time to make a decision on the headstone, marker, or columbarium niche cover inscription?  
☐ Yes ☐ No

22. How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?  
☐ Very satisfied  
☐ Somewhat satisfied  
☐ Neither satisfied nor dissatisfied  
☐ Somewhat dissatisfied  
☐ Very dissatisfied  
☐ Don't know/the marker or headstone has not yet arrived → Go To #25

23. When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?  
☐ Yes  
☐ No  
☐ Don't know

24. Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?  
☐ Very satisfied  
☐ Somewhat satisfied  
☐ Neither satisfied nor dissatisfied  
☐ Somewhat dissatisfied  
☐ Very dissatisfied

If your loved one was NOT a Veteran please go to Question 28.

25. If your loved one was a Veteran, did you receive a Presidential Memorial Certificate?  
☐ Yes ☐ No → Go To #28

For information about the Presidential Memorial Certificate, or to order more copies, please visit our web page at [www.cem.va.gov/pmc.asp](http://www.cem.va.gov/pmc.asp).

26. How satisfied were you with the quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the Presidential Memorial Certificate received from VA?  
☐ Very satisfied  
☐ Somewhat satisfied  
☐ Neither satisfied nor dissatisfied  
☐ Somewhat dissatisfied  
☐ Very dissatisfied

Please indicate your level of agreement with the following statement:

27. Receiving the Presidential Memorial Certificate at the committal service (rather than receiving it in the mail) would enhance the meaning of the recognition.  
☐ Strongly agree  
☐ Agree  
☐ Neither agree nor disagree  
☐ Disagree  
☐ Strongly disagree

28. Looking back at your overall experiences with the national cemetery, which items would you have liked more information about? (Mark all that apply)  
☐ None, I was well informed  
☐ Details of the committal service  
☐ Military funeral honors  
☐ Location of gravesite  
☐ Layout of cemetery (maps)  
☐ Directions to cemetery  
☐ Presidential Memorial Certificate  
☐ Floral policy  
☐ Headstone or marker inscription options  
☐ Timeline for placement of headstone/ marker

29. What is your gender?  
☐ Male  
☐ Female

30. Are you Hispanic or Latino?  
☐ Yes  
☐ No

31. What is your race? (Mark one or more)  
☐ White  
☐ Black or African American  
☐ American Indian or Alaska Native  
☐ Asian  
☐ Native Hawaiian or other Pacific Islander

32. In what year were you born?  
\_\_\_\_\_

< MasterID >

- 4 -

## Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark ☐ ☐ ☒ ☐ Incorrect Marks ☒ ☐ ☐

For the following series of statements please indicate your level of agreement.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/not applicable
33. The upkeep of the headstones, markers, or columbarium niche covers is excellent .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. The committal shelter used for the service was private, clean, and free of safety hazards .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. The cemetery honors all Veterans and their service to our nation. ....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36. There are sufficient signs within the cemetery to assist visitors. .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37. The quality of service received from cemetery staff is excellent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38. The national cemetery staff was courteous. ....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39. The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40. The appearance of my loved one's gravesite/columbaria is excellent .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
41. The information kiosks (i.e., gravesite locators) are helpful to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
42. The overall appearance of the national cemetery is excellent. ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
43. Overall, I am satisfied with my experience at the national cemetery .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
44. I would recommend the cemetery to Veteran families during their time of need .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
45. I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
46. I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
47. My experiences with the national cemetery exceeded my expectations .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 5 - < MasterID >

## Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark ☐ ☐ ☒ ☐ Incorrect Marks ☒ ☒ ☒ ☒

<p>48. Have you visited a State or Tribal Veterans Cemetery?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No -&gt; Go To #51</p> <p>Please indicate your level of agreement with the following statements.</p> <p>49. Based on your visit, the appearance of the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.</p> <p><input type="radio"/> Strongly agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Neither agree nor disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly disagree</p>	<p>50. Based on your visit, the quality of service at the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.</p> <p><input type="radio"/> Strongly agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Neither agree nor disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly disagree</p> <p>51. The honor of being interred at a State or Tribal Veterans Cemetery is equivalent to that of being interred at a VA national cemetery.</p> <p><input type="radio"/> Strongly agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Neither agree nor disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly disagree</p>
---	--

52. Please use this space to elaborate on any aspect of your experience at the national cemetery you wish to share with us. If your comment is in response to a specific question, please reference the question number.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Note:** If you would like to be contacted by the cemetery, please write your name and contact information (address or telephone number):

\_\_\_\_\_

Thank you very much for taking the time to complete this questionnaire.

PLEASE mail this completed questionnaire in the enclosed pre-paid envelope as soon as possible. If you misplaced the pre-paid envelope, you may mail the completed survey to the following address using your own envelope:

DEPARTMENT OF VETERANS AFFAIRS  
VA NCA CUSTOMER SATISFACTION SURVEY  
PO BOX 510570  
LIVONIA, MI 48151

If you have any questions about this research, please contact the Help Desk at: (888) 208-8237.

- 6 -

< MasterID >



## Appendix B: Methodology and Survey Instruments

OMB Control Number 2900-0571  
Estimated Completion Time: 20-30 Minutes

**U.S. DEPARTMENT OF VETERANS AFFAIRS  
NATIONAL CEMETERY ADMINISTRATION**

**2019 FUNERAL DIRECTOR SATISFACTION SURVEY**  
(National Cemeteries, VA Memorial Products, and State/Tribal Veterans Cemeteries)



VA may not conduct, sponsor, or require the respondent to respond to this collection of information unless it displays a valid OMB Control Number. All responses to this collection are voluntary. Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time necessary for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The information collected is intended to be used in making improvements in services within the National Cemetery Administration of the Department of Veterans Affairs and for associated administrative purposes. Failure to furnish the requested information will have no adverse effect on any VA benefit to which you may be entitled.

The information you supply will be confidential and protected by the Privacy Act of 1974 (5 U.S.C. 522a) and the VA's confidentiality statute (38 U.S.C. 5701) as implemented by 38 CFR 1.526(a) and 38 CFR 1.576(b). Disclosure of information involves releases of statistical data and other non-identifying data for the improvement of services within the National Cemetery Administration and for associated administrative purposes. Please send any comments regarding this burden estimate or any other aspect of this collection, including suggestions for reducing this burden, to VA Clearance Officer (005G2), 810 Vermont Ave., NW, Washington DC 20420. SEND COMMENTS ONLY. DO NOT SEND THIS FORM OR REQUESTS FOR BENEFITS TO THIS ADDRESS.

### Marking Instructions

**The survey will take about 20-30 minutes to complete.**

Please read each question carefully and respond by filling in the circle of the response that most closely represents your opinion.

**Correct Mark**



**Incorrect Marks**



- Use pencil or pen. Make heavy dark marks that fill the circles completely. If you wish to change an answer, erase cleanly (pencil) or put an "X" over the incorrect response (pen).
- Fill in one answer circle for each question unless it tells you to "mark all that apply."
- When you are finished, please place the questionnaire in the enclosed postage-paid envelope and put it in the mail.

If you have any questions or concerns, please call the Survey Help Desk at:  
888-208-8237



< MasterID >

NATIONAL CEMETERY ADMINISTRATION  
295129-2

- 1 -

## Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark ☐ ☐ ☐ ☐ Incorrect Marks ☒ ☒ ☒ ☒

**NATIONAL CEMETERIES SATISFACTION SURVEY**

**IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING:** Have you conducted business at a National Cemetery within the past 12 months?

☐ Yes -> Go to Question 1

☐ No -> Go to the Memorial Products Service Satisfaction Survey on Page 5

**1. In the survey packet, look at the form labeled "INSTRUCTIONS FOR COMPLETING THE NATIONAL CEMETERIES SATISFACTION SURVEY QUESTION 1" to identify which national cemetery you most frequently do business with and fill in the corresponding number in the spaces to the right.**

0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

*Please complete this survey based on your experiences at this national cemetery within the last 12 months.*

**2. How far is your funeral home from the national cemetery with which you most frequently do business?**

☐ Less than 15 miles ☐ 45 to 59 miles

☐ 15 to 29 miles ☐ 60 to 75 miles

☐ 30 to 44 miles ☐ More than 75 miles

**3. How long has your funeral home worked with the national cemetery?**

☐ Less than 1 year ☐ 9 to 12 years

☐ 1 to 4 years ☐ 13 years or more

☐ 5 to 8 years ☐ Don't Know

**4. Of the eligible Veteran families you serve, approximately what percent choose burial in the national cemetery?**

☐ 1-4% ☐ 25-49%

☐ 5-9% ☐ 50-74%

☐ 10-14% ☐ 75-100%

☐ 15-24%

**5. How would you characterize the overall communication from the national cemetery to your funeral home?**

☐ Excellent

☐ Good

☐ Fair

☐ Poor

**6. Do you feel that you are well informed by the national cemetery of its policies and procedures?**

☐ Yes, well informed

☐ Yes, somewhat well informed

☐ No, not well informed

**7. In general, of the following services, which one provides you the MOST information about national cemetery policies and procedures? (Mark only one)**

☐ VA/NCA Website

☐ Local newspaper/television news reports

☐ Public events (e.g., parades, exhibits, speeches)

☐ Professional associations/conventions/ meetings

☐ Veterans Service Officers

☐ Outreach by cemetery staff

☐ Other (specify): \_\_\_\_\_

**8. What national cemetery policies or procedures do you feel you could use more information about? (Mark all that apply)**

☐ None, I feel well informed

☐ Eligibility requirements for burial in a national cemetery

☐ Scheduling process

☐ Military funeral honors

☐ Presidential Memorial Certificates

☐ Floral policy

☐ Headstone, marker, or columbarium niche cover inscription options

*For information about the Presidential Memorial Certificate, or to order more copies, please visit our web page at [www.cem.va.gov/pmc.asp](http://www.cem.va.gov/pmc.asp).*

**9. What is the best way for the national cemetery to communicate with your funeral home regarding changes in its policies and procedures? (Mark only one)**

☐ Phone

☐ Fax

☐ Letter

☐ Email

☐ VA/NCA Website

☐ Newsletter or flyer

< MasterID > - 2 -

## Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark ☐ ☐ ☒ ☐ Incorrect Marks ☒ ☒ ☒ ☒

<p>10. Overall, how satisfied are you with the communication between your funeral home and the national cemetery?</p> <p><input type="radio"/> Very satisfied <input type="radio"/> Somewhat satisfied <input type="radio"/> Neither satisfied nor dissatisfied <input type="radio"/> Somewhat dissatisfied <input type="radio"/> Very dissatisfied</p> <p>11. Overall, how would you compare the level of service you receive from the national cemetery with the level of service you receive from private cemeteries?</p> <p><input type="radio"/> Superior to private cemeteries <input type="radio"/> Better than private cemeteries <input type="radio"/> About the same <input type="radio"/> Worse than private cemeteries <input type="radio"/> Much worse than private cemeteries <input type="radio"/> Don't know/not applicable</p> <p>12. Do you understand the eligibility requirements for burial in a national cemetery, including eligibility for National Guard, Reservists, and Veteran dependents?</p> <p><input type="radio"/> Yes <input type="radio"/> No</p> <p><i>For general information about eligibility for interment at a national cemetery, please visit our web page at <a href="http://www.cem.va.gov/cem/burial_benefits/eligible.asp">www.cem.va.gov/cem/burial_benefits/eligible.asp</a>.</i></p> <p>13. Are you aware there are resources available for Funeral Directors on the NCA website?</p> <p><input type="radio"/> Yes <input type="radio"/> No-&gt; Go to #17</p> <p>14. Are you aware that the Funeral Director resources on the NCA website have links to the NCA videos illustrating different committal service options at VA national cemeteries?</p> <p><input type="radio"/> Yes <input type="radio"/> No</p> <p>15. Do you find the NCA videos illustrating committal services useful in explaining to a family what to expect when scheduling a service at a VA national cemetery?</p> <p><input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Did not view the videos</p> <p>16. Would you find it useful to have CD copies of NCA videos illustrating committal services to give to families?</p> <p><input type="radio"/> Yes <input type="radio"/> No</p>	<p>17. Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of kin?</p> <p><input type="radio"/> Yes <input type="radio"/> No</p> <p>18. How easy is the process of scheduling an interment at the national cemetery?</p> <p><input type="radio"/> Very easy <input type="radio"/> Somewhat easy <input type="radio"/> Neither easy nor hard <input type="radio"/> Somewhat hard <input type="radio"/> Very hard</p> <p>19. How long does it typically take to confirm the scheduling of an interment with the National Cemetery Scheduling Office?</p> <p><input type="radio"/> Less than 1 hour <input type="radio"/> 1 to 2 hours <input type="radio"/> 3 to 4 hours <input type="radio"/> 5 to 8 hours <input type="radio"/> 1 to 2 days <input type="radio"/> More than 2 days</p> <p>20. Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?</p> <p><input type="radio"/> Very satisfied <input type="radio"/> Somewhat satisfied <input type="radio"/> Neither satisfied nor dissatisfied <input type="radio"/> Somewhat dissatisfied <input type="radio"/> Very dissatisfied</p> <p>21. During committal services, how often do you receive the support you need from cemetery staff?</p> <p><input type="radio"/> Always <input type="radio"/> For the most part <input type="radio"/> Occasionally <input type="radio"/> Never</p> <p>22. Generally, how often do committal services at the national cemetery start on time?</p> <p><input type="radio"/> Always <input type="radio"/> For the most part <input type="radio"/> Occasionally <input type="radio"/> Never</p>
--	---

- 3 - < MasterID >

## Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark ☐ ☐ ☒ ☐ Incorrect Marks ☒ ☒ ☒ ☒

23. If you are delayed in arriving at the national cemetery for a scheduled service, how successful is the cemetery in adjusting the schedule to accommodate the family?

☐ Very successful  
☐ Somewhat successful  
☐ Neither successful nor unsuccessful  
☐ Somewhat unsuccessful  
☐ Very unsuccessful  
☐ Don't know/Not applicable

24. How easy is it to schedule military honors at the national cemetery?

☐ Very easy  
☐ Somewhat easy  
☐ Neither easy nor hard  
☐ Somewhat hard  
☐ Very hard

25. To what extent is the quality of military honors acceptable?

☐ Very acceptable  
☐ Somewhat acceptable  
☐ Neither acceptable or unacceptable  
☐ Somewhat unacceptable  
☐ Very unacceptable

For the following series of statements please indicate your level of agreement.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/Not applicable
26. The upkeep of the headstones, markers, or columbarium niche covers is excellent .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. The committal shelter used for the service was private, clean, and free of safety hazards .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. The cemetery honors all Veterans and their service to our nation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. There are sufficient signs within the cemetery to assist visitors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. The quality of service received from cemetery staff is excellent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. The national cemetery staff was courteous .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. The National Cemetery Scheduling Office's hours of operation meet my needs for scheduling services .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. The information kiosks (i.e., gravesite locators) are helpful to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. The overall appearance of the national cemetery is excellent. ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36. Overall, I am satisfied with my experience at the national cemetery .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37. I would recommend the cemetery to Veteran families during their time of need .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38. I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39. I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40. My experiences with the national cemetery exceeded my expectations .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

< MasterID > - 4 -

## Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.

Correct Mark

Incorrect Marks

41. Please use this space to elaborate on any aspect of your experience at the national cemetery you wish to share with us. If your comment is in response to a specific question, please reference the question number.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Note:** If you would like to be contacted by the cemetery, please write your name and contact information (address or telephone number):

\_\_\_\_\_

- 5 -

< MasterID >

---

## Appendix C: Users Guide

### SECTION DESCRIPTION

- This section presents an explanation of how to understand and interpret the graphs and tables used in this report:
  - Stacked bar graphs and data tables are used to illustrate the results of survey items with a continuous response scale (e.g., “strongly agree” to “strongly disagree”).
  - Standard bar graphs are used to illustrate the results of survey items with a nominal response scale (i.e., categorical responses).



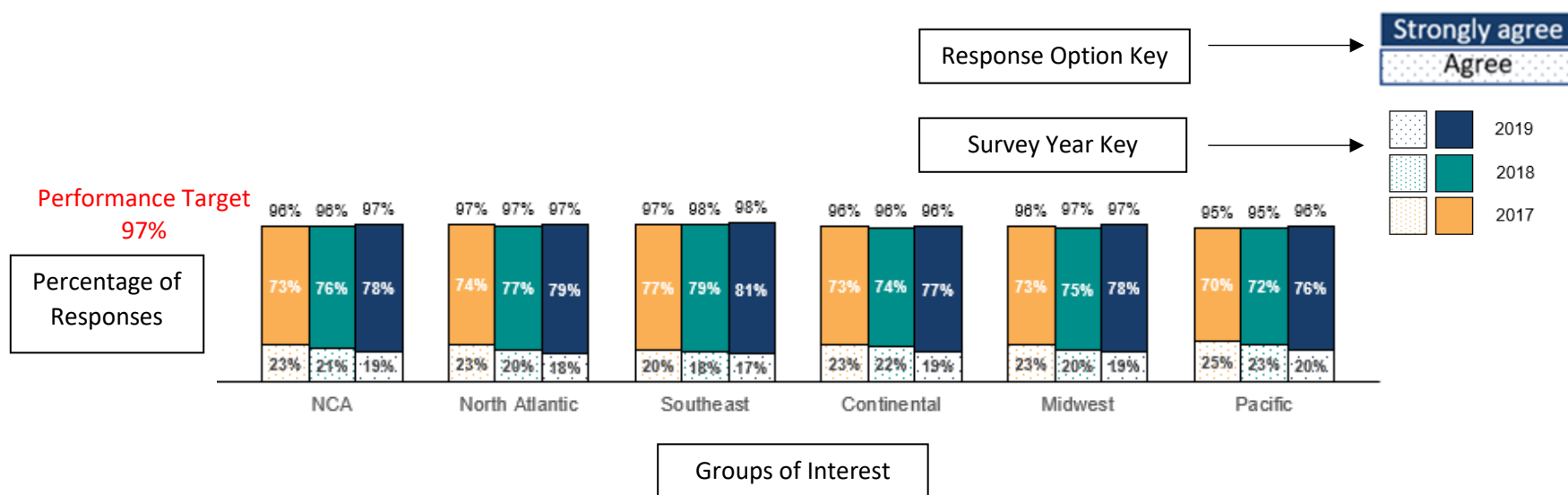
## Appendix C: Users Guide

### Question Numbers

Questions that were asked of both next of kin and funeral directors are presented together in All Respondents graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for next of kin, and the second is the question number for funeral directors.

### Stacked Bar Graphs

Stacked bar graphs are used in this report to illustrate the results of survey items with a continuous response scale (e.g., “strongly agree” to “strongly disagree”). The graphs depict the frequency of positive responses to an item, while maintaining the distinction between the degree of endorsement (e.g., “agree” and “strongly agree”). In each stacked bar graph, the percentage of participants responding positively to the item is depicted across all NCA survey participants. Neutral and negative response options are not depicted. A sample stacked bar graph is presented below with labels to aid in interpretation of the graph.



## Appendix C: Users Guide

---

A survey year key is located to the right of the graph. When data are available, the graph will display data from the current year and the previous two years. According to the key in this example, 2019 data are shown by the blue bars (darkest shade), 2018 data are shown by the green bars (medium shade), and 2017 data are shown by the yellow bars (lightest shade).

A response option key is located at the top right of the graph. This key lists the positive response options to the item (e.g., “agree” and “strongly agree”) and depicts the type of shading for each of the two response options. Although the specific response options differ by item, moderate endorsement of the item is always indicated by the patterned section of the bar, while strong endorsement is always indicated by solid shading of the bar. The total length of the bar represents the percentage of participants who responded positively to the item (i.e., the sum of both moderate and strong positive responses). For example, in the above graph 19% of all NCA respondents selected “agree” in 2019 and 78% selected “strongly agree,” so in total, 97% of participants responded positively to this item.

When an NCA performance target exists for an item, the performance target is presented at the top left of the graph. This is meant to aid with the comparison between NCA’s performance target on the item and the actual satisfaction survey data. In this example, the performance target is 97%, while the actual satisfaction scores on this item have ranged from 95% to 98%. Note that performance targets exist for only a subset of the items on the survey; thus, all stacked bar graphs do not depict a performance target.



## Appendix C: Users Guide

### Data Tables

Accompanying each stacked bar graph is a data table that presents detailed item-level results for the current year and the previous two years (when available). The total number of respondents (n) and the percentage of respondents selecting each possible response option are provided.

District	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
Year Categories	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
n	17548	24872	25874	3349	4149	4220	4042	5456	5810	2295	3642	3507	3828	5544	5841	3809	5644	5983
Strongly agree	75.48%**	78.06%**	79.62%**	76.74%**	78.91%*	80.55%	79.22%*	81.10%*	81.82%	73.51%	77.13%**	78.96%	75.18%*	77.71%**	79.15%	71.59%	75.78%**	78.31%**
Agree	20.85%	18.76%	17.21%	20.01%	18.17%	16.59%	18.26%	16.61%	15.63%	22.05%	19.19%	17.51%	21.55%	19.08%	17.69%	23.16%	20.32%	17.87%
Neither / nor	2.93%	2.51%	2.41%	2.66%	2.36%	2.35%	2.03%	1.78%	1.96%	3.66%	2.83%	2.68%	2.85%	2.58%	2.43%	3.86%	3.03%	2.76%
Disagree	0.53%	0.47%	0.49%	0.51%	0.41%	0.28%	0.35%	0.35%	0.41%	0.52%	0.55%	0.57%	0.31%	0.43%	0.55%	0.95%	0.62%	0.57%
Strongly disagree	0.21%	0.21%	0.27%	0.09%	0.14%	0.24%	0.15%	0.16%	0.17%	0.26%	0.30%	0.29%	0.10%	0.20%	0.19%	0.45%	0.25%	0.50%*

\* Indicates a statistical significant positive change from the previous year,  $p < .05$ ; \*\* Indicates a statistical significant positive change from the previous year,  $p < .01$

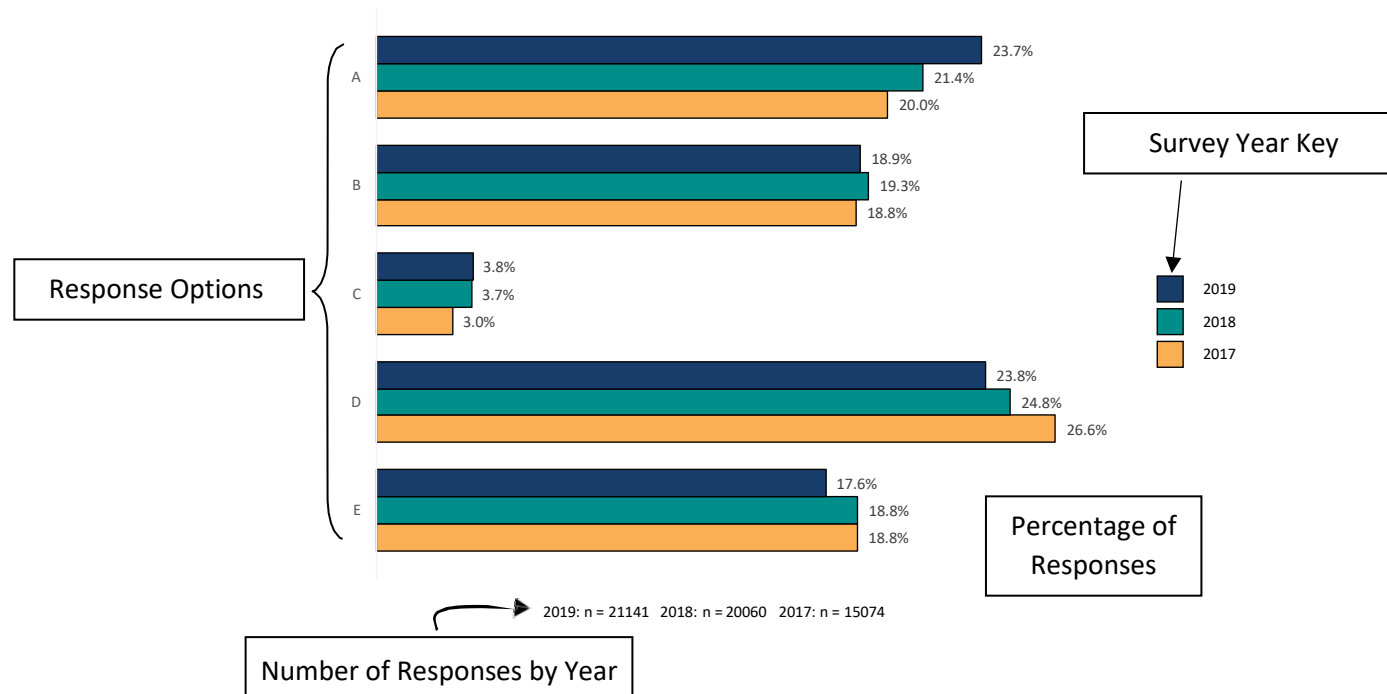
The asterisks indicate a statistically significant change from the previous year at the p values of  $p < .05$  or  $p < .01$ . For example, in the above table “Strongly agree” at 78.06% (2018) is significantly higher than “Strongly agree” at 75.48% (2017) at the 95% significance level (indicated by a double asterisk \*\* in the relevant cell).

Cemeteries with less than 30 responses are not displayed in the data tables. However, those cemeteries’ responses are included in the total sample for each appropriate district and at the national level.

## Appendix C: Users Guide

### Standard Bar Graphs

While stacked bar graphs are used for all items that are assessed on a continuous scale (e.g., “strongly agree” to “strongly disagree”), standard bar graphs are used for all items assessed on a nominal scale (i.e., categorical responses such as relation to the deceased or types of communication).



Standard bar graphs list all possible response options along the vertical axis. If available, data are presented for the current year and the two previous years. The color to designate each year’s data is presented in the survey year key. In the above example, 2019 data are represented by the top blue bars, 2018 data are represented by the middle green bars, and 2017 data are represented by the bottom yellow bars. Thus, 23.7% of respondents selected option A in 2019, 21.4% selected A in 2018, and 20.0% selected A in 2017.

## Appendix C: Users Guide

---

The graph above depicts an example item in which respondents could select only one option, so that for each year, data will sum to approximately 100% across the possible response options (the total may vary slightly due to rounding).

Items on which respondents were instructed to “mark all that apply” may also be depicted with standard bar graphs, but percentages may not sum to 100. Despite this difference, the graphs can be interpreted in the same manner.

Data tables are not provided for these items because the standard bar graphs depict the full range of response options, unlike the stacked bar graphs that present only the positive response options.

Since a data table is not provided, the total number of respondents for each of the three years is presented at the bottom of the graph.

---

## **Appendix D: Question Locator**

### **SECTION DESCRIPTION**

- Appendix D provides a reference chart that lists each survey item and the corresponding report page number where its survey data can be found.

## Appendix D: Question Locator

### Questions for All Participants

Question #		Question Text	Report Page #
NK	FD		
33	26	The upkeep of the headstones, markers, or columbarium niche covers is excellent.	79
34	27	The committal shelter used for the service was private, clean, and free of safety hazards.	80
35	28	The cemetery honors all Veterans and their service to our nation.	20
36	29	There are sufficient signs within the cemetery to assist visitors.	81
37	30	The quality of service received from cemetery staff is excellent.	10
38	31	The national cemetery staff was courteous.	11
39	32	The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive.	12
41	34	The information kiosks (i.e., gravesite locators) are helpful to me.	82
42	35	The overall appearance of the national cemetery is excellent.	13
43	36	Overall, I am satisfied with my experiences at the national cemetery.	15
44	37	I would recommend the cemetery to Veteran families during their time of need.	14
45	38	I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.	16
46	39	I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future.	19
47	40	My experiences with the national cemetery exceeded my expectations.	17

## Appendix D: Question Locator

### Questions for Next of Kin

Question #	Question Text	Report Page #
1	Since the committal service, how many times have you visited the national cemetery where your loved one was interred?	A-2
2	How far do you reside from the national cemetery?	A-3
3	Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred? (Mark all that apply)	A-4
4	Have you ever served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit?	A-5
5	Prior to the time of need, were you aware of the benefits related to burial in a national cemetery?	23
6	How did you learn of these benefits prior to your time of need? (Mark all that apply)	24
7	Prior to the time of need, what is the BEST way for the national cemetery to convey information regarding benefits? (Mark only one)	25
8	Overall, how satisfied are you with the information you were provided throughout your experiences with the national cemetery?	22
9	To what extent were you informed of the details (e.g., length of service, use of committal shelters) related to the committal service prior to attending the service?	26
10	Did you or a family member personally schedule the interment through the NCA scheduling center?	27
11	How satisfied were you with the service you or your family member received from the NCA scheduling center?	28
12	At the committal service, did your family have any of the following special needs or requests? (Mark all that apply)	50
13	Was the cemetery able to accommodate these special needs or requests to your satisfaction?	51
14	In what religious practice was the burial conducted?	A-6
15	Prior to the service for your loved one, did you view the NCA videos illustrating different committal service options at VA national cemeteries?	52

## Appendix D: Question Locator

### Questions for Next of Kin

Question #	Question Text	Report Page #
16	Please indicate your level of agreement with the following statement: The video(s) helped me understand the burial process at the national cemetery.	53
17	Was your experience at the national cemetery similar to the video on service options you viewed?	54
18	If your loved one received military funeral honors, how satisfied were you with the quality of the honors received?	55
19	Overall, how satisfied were you with the committal service at the national cemetery?	48
20	Were the headstone, marker, or columbarium niche cover inscription options explained to you?	75
21	Did you feel you had sufficient time to make a decision on the headstone, marker, or columbarium niche cover inscription?	76
22	How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?	72
23	When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?	74
24	Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?	73
25	If your loved one was a Veteran, did you receive a Presidential Memorial Certificate?	29
26	How satisfied were you with the quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the Presidential Memorial Certificate received from VA?	30
27	Receiving the Presidential Memorial Certificate at the committal service (rather than receiving it in the mail) would enhance the meaning of the recognition.	31
28	Looking back at your overall experiences with the national cemetery, which items would you have liked more information about? (Mark all that apply)	32
29	What is your gender?	A-7
30	Are you Hispanic or Latino?	A-15

## Appendix D: Question Locator

### Questions for Next of Kin

Question #	Question Text	Report Page #
31	What is your race? (Mark one or more)	A-19
32	In what year were you born? (Age group)	A-29
40	The appearance of my loved one's gravesite/columbaria is excellent.	78
48	Have you visited a State or Tribal Veterans Cemetery?	84
49	Based on your visit, the appearance of the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.	85
50	Based on your visit, the quality of service at the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.	86
51	The honor of being interred at a State or Tribal Veterans Cemetery is equivalent to that of being interred at a VA national cemetery.	87



## Appendix D: Question Locator

### Questions for Funeral Directors

Question #	Question Text	Report Page #
2	How far is your funeral home from the national cemetery with which you most frequently do business?	A-30
3	How long has your funeral home worked with the national cemetery?	A-31
4	Of the eligible Veteran families you serve, approximately what percent choose burial in the national cemetery?	A-32
5	How would you characterize the overall communication from the national cemetery to your funeral home?	35
6	Do you feel that you are well informed by the national cemetery of its policies and procedures?	36
7	In general, of the following services, which one provides you the MOST information about national cemetery policies and procedures? (Mark only one)	37
8	What national cemetery policies or procedures do you feel you could use more information about? (Mark all that apply)	38
9	What is the best way for the national cemetery to communicate with your funeral home regarding changes in its policies and procedures? (Mark only one)	45
10	Overall, how satisfied are you with the communication between your funeral home and the national cemetery?	34
11	Overall, how would you compare the level of service you receive from the national cemetery with the level of service you receive from private cemeteries?	62
12	Do you understand the eligibility requirements for burial in a national cemetery, including eligibility for National Guard, Reservists, and Veteran dependents?	39
13	Are you aware there are resources available for Funeral Directors on the NCA Website?	40
14	Are you aware that the Funeral Director resources on the NCA Website have links to the NCA videos illustrating different committal service options at VA national cemeteries?	41

## Appendix D: Question Locator

### Questions for Funeral Directors

Question #	Question Text	Report Page #
15	Do you find the NCA videos illustrating committal services useful in explaining to a family what to expect when scheduling a service at a VA national cemetery?	42
16	Would you find it useful to have CD copies of NCA videos illustrating committal services to give to families?	43
17	Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of kin?	44
18	How easy is the process of scheduling an interment at the national cemetery?	59
19	How long does it typically take to confirm the scheduling of an interment at the national cemetery?	63
20	Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?	60
21	During committal services, how often do you receive the support you need from the cemetery staff?	61
22	Generally, how often do committal services at the national cemetery start on time?	64
23	If you are delayed in arriving at the national cemetery for a scheduled service, how successful is the cemetery in adjusting the schedule to accommodate the family?	65
24	How easy is it to schedule military honors at the national cemetery?	66
25	To what extent is the quality of military honors acceptable?	67
33	The National Cemetery Scheduling Office's hours of operation meet my needs for scheduling services.	46

---

## **Appendix E: Response Rates**

### **SECTION DESCRIPTION**

- This appendix provides detailed information about the response rates for each national cemetery included in the 2019 NCA Survey of Customer Satisfaction.

## Appendix E: Response Rates

---

### Response Rate

The next of kin response rate is calculated by dividing the number of completed questionnaires by the number of eligible questionnaires. The funeral director response rate is reported only at the national level (page B-7).

### Cemetery Reports

All cemeteries with 30 or more responses from next of kin and funeral directors are reported. Individual cemetery reports were not produced for cemeteries that did not meet this threshold. All cemeteries' responses are included in the total sample for the national and state level reports.

## Appendix E: Response Rates

The table below presents response rates for each national cemetery included in the 2019 NCA Survey of Customer Satisfaction.

Cemetery Name	Next of Kin		Funeral Directors
	Returned N	Response Rate	Returned N
Abraham Lincoln	492	47.2%	103
Alabama	187	43.0%	35
Alexandria, LA	7	36.8%	1
Alexandria, VA	13	65.0%	7
Alton	2	33.3%	0
Annapolis	0	0.0%	2
Bakersfield	216	43.9%	7
Ball's Bluff	0	0.0%	1
Baltimore	66	48.5%	7
Barrancas	293	40.8%	19
Bath	108	47.0%	17
Baton Rouge	1	50.0%	0
Bay Pines	315	48.0%	5
Beaufort	191	45.2%	14
Beverly	38	45.8%	2
Biloxi	194	36.7%	17
Black Hills	265	56.5%	15
Calverton	458	41.0%	72
Camp Butler	206	46.8%	13
Camp Nelson	162	47.6%	13
Cape Canaveral	416	52.1%	14
Cave Hill	2	100.0%	1
Chattanooga	254	43.6%	14

## Appendix E: Response Rates

Cemetery Name	Next of Kin		Funeral Directors
	Returned N	Response Rate	Returned N
City Point	1	100.0%	0
Corinth	22	45.8%	5
Culpeper	144	58.3%	8
Cypress Hills	1	33.3%	2
Dallas - Ft. Worth	453	42.3%	63
Danville, KY	0	0.00%	2
Danville, IL	83	49.4%	6
Danville, VA	3	50.0%	0
Dayton	232	42.3%	34
Eagle Point	252	47.3%	6
Fargo	0	0.00%	1
Fayetteville	153	47.2%	7
Finn's Point	9	50.0%	0
Florence	158	44.3%	17
Florida	881	49.2%	40
Ft. Bayard	47	35.3%	1
Ft. Bliss	270	40.9%	10
Ft. Custer	329	51.5%	29
Ft. Gibson	159	34.9%	22
Ft. Harrison	1	100.0%	0
Ft. Jackson	229	51.8%	13
Ft. Leavenworth	29	46.0%	11
Ft. Logan	490	45.5%	14
Ft. Lyon	17	50.0%	1
Ft. McPherson	125	51.4%	8

## Appendix E: Response Rates

Cemetery Name	Next of Kin		Funeral Directors
	Returned N	Response Rate	Returned N
Ft. Meade	0	0.0%	1
Ft. Mitchell	147	39.1%	13
Ft. Richardson	79	37.6%	2
Ft. Rosecrans	262	43.1%	0
Ft. Sam Houston	438	40.2%	40
Ft. Scott	72	58.5%	9
Ft. Sill	168	46.2%	20
Ft. Smith	150	46.0%	5
Ft. Snelling	759	51.4%	78
Georgia	293	45.2%	44
Gerald B.H. Solomon Saratoga	354	57.0%	44
Glendale	0	0.0%	0
Golden Gate	139	47.6%	3
Grafton	0	0.0%	9
Great Lakes	706	54.9%	80
Hampton	22	50.0%	2
Hampton VA	0	0.0%	1
Houston	364	37.8%	59
Indiantown Gap	428	52.7%	94
Jacksonville	344	46.5%	19
Jefferson Barracks	526	47.7%	52
Keokuk	48	53.3%	9
Knoxville	11	55.0%	10
Leavenworth	223	43.0%	20
Lebanon	32	43.8%	5

## Appendix E: Response Rates

Cemetery Name	Next of Kin		Funeral Directors
	Returned N	Response Rate	Returned N
Lexington	0	0.00%	1
Little Rock	28	43.1%	12
Long Island	340	46.5%	10
Los Angeles	22	40.7%	1
Loudon Park	0	0.00%	2
Louisiana	112	35.3%	11
Marietta	7	43.8%	2
Marion	134	38.5%	17
Massachusetts	408	49.5%	40
Memphis	27	37.0%	8
Mill Springs	47	44.3%	5
Miramar	577	48.9%	4
Mobile	3	75.0%	0
Mound City, IL	27	45.8%	7
Mountain Home	149	47.3%	12
Nashville	67	40.9%	8
Natchez	37	40.7%	5
NCOTA	357	53.7%	73
NMCA	526	50.5%	14
NMCP	383	52.4%	2
New Albany	21	38.2%	2
New Bern	8	38.1%	0
Ohio Western Reserve	521	52.8%	68
Omaha	290	59.2%	16
Philadelphia	0	0.0%	0



## Appendix E: Response Rates

Cemetery Name	Next of Kin		Funeral Directors
	Returned N	Response Rate	Returned N
Pikes Peak	153	55.4%	4
Port Hudson	24	37.5%	3
Prescott	131	51.4%	3
Puerto Rico	260	41.8%	24
Quantico	307	44.2%	23
Quincy	0	0.0%	1
Raleigh	5	35.7%	1
Richmond	0	0.0%	0
Riverside	1021	41.3%	21
Rock Island	241	47.3%	14
Roseburg	112	42.7%	4
Sacramento Valley	592	48.1%	27
Saint Augustine	1	100.0%	0
Salisbury	188	39.9%	30
San Antonio	0	0.0%	3
San Francisco	20	60.6%	0
San Joaquin Valley	288	42.9%	11
Santa Fe	361	43.3%	7
Sarasota	502	53.9%	20
Sitka	5	26.3%	3
South Florida	411	45.8%	19
Springfield	42	49.4%	9
Staunton	0	0.0%	0
Tahoma	596	45.6%	40
Tallahassee	162	50.2%	10

## Appendix E: Response Rates

Cemetery Name	Next of Kin		Funeral Directors
	Returned N	Response Rate	Returned N
Washington Crossing	374	49.4%	46
West Virginia	113	46.9%	8
Western New York	0	0.0%	1
Willamette	471	41.4%	31
Wilmington	8	47.1%	0
Winchester	0	0.0%	0
Wood	39	39.8%	11
Woodlawn	80	55.2%	8
Yellowstone	84	58.7%	4
Zachary Taylor	14	45.2%	4

---

## **Appendix F: Survey Results by Question**

### **SECTION DESCRIPTION**

- This appendix provides the 2019 next of kin and funeral director survey results by question.

## Appendix F: Survey Results by Question: Next of Kin

### Survey Results by Question: Next of Kin

1. Since the committal service, how many times have you visited the national cemetery where your loved one was interred?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=24050	n=3801	n=5554	n=5358	n=3278	n=6059
1-3 times	46.06%	46.59%	44.58%	48.25%	42.50%	47.07%
4-6 times	17.36%	16.73%	18.94%	16.39%	19.68%	15.89%
7-9 times	5.39%	5.05%	6.09%	4.96%	5.74%	5.17%
10 or more times	9.95%	9.63%	11.36%	7.93%	13.15%	8.90%
None, I have not visited	21.25%	21.99%	19.03%	22.47%	18.94%	22.97%
2. How far do you reside from the national cemetery?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23858	n=3756	n=5507	n=5319	n=3254	n=6022
Less than 15 miles	17.30%	15.28%	17.18%	18.69%	21.91%	14.95%
15-29 miles	22.55%	21.65%	20.63%	23.63%	27.90%	21.04%
30-44 miles	16.14%	17.73%	17.00%	16.98%	14.35%	14.58%
45-59 miles	11.72%	12.54%	12.73%	11.69%	8.30%	12.14%
60 to 75 miles	8.66%	8.84%	9.13%	7.69%	5.93%	10.45%
More than 75 miles	23.64%	23.96%	23.33%	21.32%	21.60%	26.85%
3. Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred? (Mark all that apply)	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	N=24126	n=3811	n=5595	n=5360	n=3284	n=6076
Distance to the national cemetery	50.20%	51.72%	49.33%	47.99%	45.43%	54.58%
Access to transportation	9.74%	10.18%	8.81%	9.55%	9.99%	10.37%
Health status	16.93%	16.43%	19.00%	16.08%	19.18%	14.86%
Other	26.98%	25.58%	25.52%	30.65%	27.74%	25.54%

## Appendix F: Survey Results by Question: Next of Kin

4. Have you ever served on active duty in the U.S. Armed Forces either in the regular military or a National Guard or Reserve Unit?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=24059	n=3814	n=5557	N=5349	n=3281	n=6058
Yes	19.81%	18.04%	21.04%	18.02%	22.43%	19.97%
No	80.19%	81.96%	78.96%	81.98%	77.57%	80.03%
5. Prior to your time of need, were you aware of the benefits related to burial in a national cemetery?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23980	n=3800	n=5529	n=5347	n=3263	n=6041
Yes	74.57%	72.82%	73.58%	75.09%	75.88%	75.43%
No	25.43%	27.18%	26.42%	24.91%	24.12%	24.57%
6. How did you learn of these benefits prior to your time of need? (Mark all that apply)	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=17875	n=2764	n=4068	n=4013	n=2475	n=4555
Family member/friend	56.05%	57.63%	52.19%	58.96%	53.37%	57.43%
Pre-Need Burial Eligibility Determination	12.59%	11.29%	14.11%	11.46%	12.77%	12.93%
Funeral home	26.84%	29.38%	25.37%	30.13%	25.90%	24.24%
Military discharge related materials	20.15%	17.84%	20.18%	19.74%	24.61%	19.47%
Other Veteran/active duty member	18.34%	17.08%	18.26%	20.06%	18.59%	17.52%
VA/NCA pamphlet, brochure, newsletter	8.33%	7.02%	9.76%	8.17%	8.32%	7.99%
VA/NCA website	5.01%	5.39%	5.63%	4.34%	4.69%	5.01%
VA/NCA social media (Facebook or Twitter)	<1%	<1%	<1%	<1%	<1%	<1%
Veterans Service Organization	11.80%	11.54%	12.49%	12.48%	10.79%	11.31%
Other VA organization	4.32%	3.94%	4.50%	4.81%	4.69%	3.78%
Local newspaper/news report	3.03%	2.97%	3.59%	3.34%	2.59%	2.55%
Public events (e.g., parades, speeches)	2.44%	2.06%	2.68%	2.67%	2.75%	2.09%
Professional/military association meetings	3.64%	3.44%	4.33%	3.59%	4.40%	2.79%

## Appendix F: Survey Results by Question: Next of Kin

7. Prior to the time of need, what is the BEST way for the national cemetery to convey information regarding benefits?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=21141	n=3341	n=4917	n=4721	n=2862	n=5300
E-mail	23.68%	23.56%	24.93%	20.46%	23.90%	25.36%
VA/NCA website	18.94%	18.47%	17.29%	18.47%	19.29%	21.02%
VA/NCA social media (Facebook or Twitter)	3.78%	3.20%	4.29%	3.94%	3.70%	3.58%
Newsletter/flyer	23.83%	25.32%	24.77%	25.21%	21.73%	21.92%
Local newspaper/television news reports	17.58%	17.63%	16.90%	19.91%	17.58%	16.09%
Public events (e.g., parades, speeches)	2.25%	1.68%	2.26%	2.37%	2.48%	2.36%
Professional/military association meetings	3.73%	2.93%	3.90%	4.13%	4.33%	3.40%
Other	6.20%	7.21%	5.65%	5.51%	6.99%	6.26%
8. Overall, how satisfied are you with the information you were provided throughout your experiences with the national cemetery?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23719	n=3765	n=5489	n=5283	n=3224	n=5958
Very satisfied	89.91%	90.46%	91.42%	89.85%	89.92%	88.22%
Somewhat satisfied	7.34%	6.91%	6.67%	7.44%	7.01%	8.34%
Neither satisfied nor dissatisfied	1.67%	1.73%	<1%	1.68%	2.17%	2.03%
Somewhat dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%
Very dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%

## Appendix F: Survey Results by Question: Next of Kin

9. To what extent were you informed of the details (e.g., length of service, use of committal shelters) related to the committal service prior to attending the service?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23608	n=3743	n=5453	n=5269	n=3215	n=5928
Very informed	68.94%	65.64%	69.47%	70.03%	71.10%	68.40%
Somewhat informed	22.70%	24.82%	21.79%	22.47%	20.93%	23.38%
Neither informed nor uninformed	4.58%	5.69%	4.73%	4.18%	4.11%	4.37%
Somewhat uninformed	2.12%	1.98%	2.33%	2.05%	2.15%	2.07%
Very uninformed	1.65%	1.87%	1.69%	1.27%	1.71%	1.77%
10. Did you or a family member personally schedule the interment through the NCA scheduling center?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23168	n=3709	n=5334	n=5199	n=3156	n=5770
Yes	27.85%	20.36%	29.12%	23.77%	23.00%	37.82%
No, a funeral director scheduled it on my behalf	72.15%	79.64%	70.88%	76.23%	77.00%	62.18%
11. How satisfied were you with the service you or your family member received from the NCA scheduling center?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=6406	n=750	n=1539	n=1222	n=722	n=2173
Very satisfied	92.94%	96.13%	93.24%	93.04%	93.91%	91.26%
Somewhat satisfied	5.25%	2.53%	5.39%	5.48%	4.16%	6.30%
Neither satisfied nor dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%
Somewhat dissatisfied	<1%	<1%	<1%	<1%	<1%	1.10%
Very dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%

## Appendix F: Survey Results by Question: Next of Kin

12. At the committal service, did your family have any of the following special needs or requests? (Mark all that apply)	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=24219	n=3830	n=5606	n=5390	n=3299	n=6094
Visit the gravesite	20.59%	18.04%	22.90%	18.24%	16.73%	24.22%
View the burial	14.60%	10.08%	17.30%	11.71%	12.12%	18.87%
Religious practice	7.58%	7.21%	7.37%	6.75%	7.49%	8.81%
Cultural practice	1.49%	1.10%	1.80%	<1%	1.33%	2.07%
Additional seating	2.96%	2.74%	2.87%	2.36%	2.79%	3.79%
Handicapped accommodations	3.39%	3.47%	2.91%	3.58%	3.82%	3.38%
No, my family did not have any special needs or requests	69.04%	72.69%	66.32%	72.69%	72.32%	64.26%
13. Was the cemetery able to accommodate these special needs or requests to your satisfaction?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=6832	n=953	n=1720	n=1339	n=823	n=1997
Yes, completely	86.21%	86.57%	87.27%	86.03%	83.96%	86.18%
Yes, somewhat	6.97%	6.30%	6.16%	6.65%	8.26%	7.66%
No, and I understand why	3.85%	4.30%	3.84%	3.88%	4.62%	3.30%
No, and I did not understand why	2.97%	2.83%	2.73%	3.44%	3.16%	2.85%



## Appendix F: Survey Results by Question: Next of Kin

14. In what religious practice was the burial conducted?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23485	n=3726	n=5437	n=5240	n=3207	n=5875
Christian	59.71%	48.50%	64.24%	62.00%	67.42%	56.37%
Catholic	21.35%	35.13%	18.72%	21.60%	18.05%	16.61%
Muslim	<1%	<1%	<1%	<1%	<1%	0.00%
Jewish	<1%	1.15%	1.95%	<1%	<1%	<1%
Buddhist	<1%	0.00%	<1%	<1%	<1%	1.12%
Hindu	<1%	0.00%	0.00%	<1%	<1%	0.00%
Atheist	<1%	<1%	<1%	<1%	<1%	<1%
Agnostic	<1%	<1%	<1%	<1%	<1%	<1%
None	14.81%	12.88%	12.34%	13.38%	11.10%	21.63%
Other	2.38%	2.07%	2.28%	2.27%	2.78%	2.57%
15. Prior to the service for your loved one, did you view the NCA videos illustrating different committal service options at VA national cemeteries?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23672	n=3763	n=5491	n=5309	n=3233	n=5966
Yes, I viewed it online	3.30%	2.76%	3.41%	3.01%	2.69%	4.12%
Yes, the funeral director provided it	4.04%	2.74%	5.39%	3.62%	4.05%	3.99%
No	92.66%	94.50%	91.20%	93.37%	93.26%	91.89%

## Appendix F: Survey Results by Question: Next of Kin

16. The video(s) helped me understand the burial process at the national cemetery.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=1634	n=189	n=457	n=326	n=203	n=459
Strongly agree	54.83%	64.55%	56.67%	51.84%	54.19%	51.42%
Agree	36.41%	29.10%	35.23%	36.81%	36.45%	40.31%
Neither agree nor disagree	8.57%	5.82%	7.88%	11.35%	8.87%	8.28%
Disagree	<1%	<1%	0.00%	0.00%	0.00%	0.00%
Strongly disagree	<1%	0.00%	<1%	0.00%	<1%	0.00%
17. Was your experience at the national cemetery similar to the video on service options you viewed?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=1594	n=185	n=446	n=316	n=197	n=450
Yes	96.55%	97.30%	96.64%	97.47%	95.43%	96.00%
No	3.45%	2.70%	3.36%	2.53%	4.57%	4.00%
18. If your loved one received military funeral honors, how satisfied were you with the quality of the honors received?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=15967	n=2511	n=3714	n=3715	n=2135	n=3892
Very satisfied	92.90%	93.15%	92.00%	94.72%	92.55%	92.03%
Somewhat satisfied	4.86%	4.82%	5.39%	4.04%	5.11%	5.04%
Neither satisfied nor dissatisfied	1.19%	1.15%	1.29%	<1%	<1%	1.85%
Somewhat dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%
Very dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%

## Appendix F: Survey Results by Question: Next of Kin

19. Overall, how satisfied were you with the committal service at the national cemetery?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23592	n=3759	n=5447	n=5278	n=3219	n=5889
Very satisfied	90.05%	91.03%	90.21%	90.60%	90.28%	88.66%
Somewhat satisfied	6.13%	5.56%	6.28%	6.23%	5.96%	6.37%
Neither satisfied nor dissatisfied	2.62%	2.55%	2.28%	2.10%	2.39%	3.57%
Somewhat dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%
Very dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%
20. Were the headstone, marker, or columbarium niche cover inscription options explained to you?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23847	n=3778	n=5526	n=5310	n=3250	n=5983
Yes	90.41%	91.45%	91.97%	88.89%	89.54%	90.16%
No	4.07%	3.28%	3.26%	4.92%	5.26%	3.91%
Don't know	5.52%	5.27%	4.78%	6.20%	5.20%	5.93%
21. Did you feel you had sufficient time to make a decision on the headstone, marker, or columbarium niche cover inscription?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23818	n=3779	n=5517	n=5292	n=3246	n=5984
Yes	92.70%	92.41%	93.73%	92.52%	92.27%	92.33%
No	7.30%	7.59%	6.27%	7.48%	7.73%	7.67%

## Appendix F: Survey Results by Question: Next of Kin

22. How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=22208	n=3495	n=5192	n=4935	n=3059	n=5527
Very satisfied	83.92%	87.93%	84.48%	84.96%	82.05%	80.98%
Somewhat satisfied	9.77%	7.15%	10.03%	8.65%	11.54%	11.18%
Neither satisfied nor dissatisfied	4.58%	3.83%	3.72%	4.70%	4.22%	5.97%
Somewhat dissatisfied	1.27%	<1%	1.41%	1.20%	1.50%	1.30%
Very dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%
23. When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=22033	n=3471	n=5140	n=4896	n=3036	n=5490
Yes	85.50%	86.46%	86.98%	84.87%	86.66%	83.44%
No	3.17%	2.62%	2.82%	3.10%	3.79%	3.55%
Don't know	11.33%	10.92%	10.19%	12.03%	9.55%	13.01%
24. Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=21251	n=3351	n=4962	n=4714	n=2953	n=5271
Very satisfied	88.15%	89.88%	89.14%	87.84%	87.61%	86.70%
Somewhat satisfied	4.73%	3.79%	4.68%	4.41%	5.15%	5.43%
Neither satisfied nor dissatisfied	5.61%	5.16%	4.92%	5.92%	5.15%	6.55%
Somewhat dissatisfied	<1%	<1%	<1%	1.15%	1.42%	<1%
Very dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%

## Appendix F: Survey Results by Question: Next of Kin

25. If your loved one was a Veteran, did you receive a Presidential Memorial Certificate?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=16938	n=2634	n=4015	n=3790	n=2279	n=4220
Yes	72.38%	70.24%	74.12%	74.67%	71.35%	70.57%
No	27.62%	29.76%	25.88%	25.33%	28.65%	29.43%
26. How satisfied were you with the quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the Presidential Memorial Certificate received from VA?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=11870	n=1794	n=2877	n=2738	n=1577	n=2884
Very satisfied	89.05%	88.74%	89.40%	90.25%	90.49%	86.96%
Somewhat satisfied	5.78%	5.80%	5.84%	5.15%	5.01%	6.73%
Neither satisfied nor dissatisfied	3.67%	4.07%	3.30%	3.18%	3.30%	4.47%
Somewhat dissatisfied	<1%	<1%	<1%	<1%	<1%	1.11%
Very dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%
27. Receiving the Presidential Memorial Certificate at the committal service (rather than receiving it in the mail) would enhance the meaning of the recognition.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=11729	n=1775	n=2844	n=2717	n=1568	n=2825
Strongly agree	37.61%	36.00%	39.73%	38.06%	39.41%	35.04%
Agree	23.73%	22.76%	24.86%	23.85%	23.02%	23.47%
Neither agree nor disagree	33.38%	34.82%	31.01%	32.65%	32.91%	35.82%
Disagree	4.31%	5.58%	3.48%	4.31%	3.57%	4.74%
Strongly disagree	<1%	<1%	<1%	1.14%	1.08%	<1%

## Appendix F: Survey Results by Question: Next of Kin

28. Looking back at your overall experiences with the national cemetery, which items would you have liked more information about?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=24202	n=3826	n=5601	n=5385	n=3300	n=6090
None, I was well informed	66.92%	66.26%	67.88%	67.73%	65.70%	66.39%
Details of the committal service	9.61%	10.32%	9.37%	9.64%	9.03%	9.69%
Military funeral honors	6.19%	5.65%	6.61%	5.37%	6.79%	6.57%
Location of gravesite	6.17%	5.96%	5.75%	6.39%	5.91%	6.63%
Layout of cemetery	4.76%	4.63%	4.68%	5.01%	5.12%	4.48%
Directions to cemetery	2.12%	2.80%	2.07%	2.08%	1.73%	1.97%
Presidential Memorial Certificate	8.11%	8.65%	7.50%	8.10%	8.45%	8.16%
Floral policy	6.93%	5.96%	7.62%	7.00%	7.73%	6.42%
Headstone or marker inscription options	6.79%	6.14%	5.61%	7.22%	7.39%	7.59%
Timeline for placement of marker	5.95%	5.78%	5.71%	6.00%	6.06%	6.19%
29. What is your gender?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23903	n=3783	n=5538	n=5326	n=3260	n=5996
Male	30.85%	31.56%	30.16%	30.60%	30.77%	31.29%
Female	69.15%	68.44%	69.84%	69.40%	69.23%	68.71%
30. Are you Hispanic or Latino?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23546	n=3726	n=5473	n=5252	n=3211	n=5884
Yes	5.80%	2.12%	6.94%	1.52%	11.34%	7.85%
No	94.20%	97.88%	93.06%	98.48%	88.66%	92.15%

## Appendix F: Survey Results by Question: Next of Kin

31. What is your race? (Mark one or more)	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=24189	n=3824	n=5600	n=5387	n=3824	n=6084
White	85.06%	86.92%	84.54%	88.51%	82.30%	82.79%
Black or African American	9.05%	9.91%	12.05%	8.67%	12.05%	4.45%
American Indian or Alaska Native	1.19%	<1%	<1%	<1%	2.37%	1.86%
Asian	2.47%	<1%	<1%	<1%	1.09%	7.41%
Native Hawaiian or other Pacific Islander	<1%	<1%	<1%	0.00%	<1%	1.45%
32. Age group	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=22935	n=3632	n=5323	n=5104	n=3126	n=5750
18-29	<1%	<1%	<1%	<1%	<1%	<1%
30-39	<1%	1.10%	<1%	<1%	<1%	<1%
40-49	3.33%	3.77%	2.97%	3.55%	3.65%	3.01%
50-59	13.09%	14.92%	12.14%	12.99%	13.02%	12.94%
60-69	31.54%	33.23%	29.01%	32.33%	31.45%	32.17%
70+	51.00%	46.81%	55.03%	50.00%	50.83%	50.89%
33. The upkeep of the headstones, markers, or columbarium niche covers is excellent.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=22081	n=3491	n=5173	n=4913	n=3074	n=5430
Strongly agree	76.30%	77.23%	79.24%	76.63%	76.02%	72.76%
Agree	20.60%	19.77%	18.29%	20.35%	20.85%	23.43%
Neither agree nor disagree	2.66%	2.38%	2.24%	2.58%	2.60%	3.35%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%

## Appendix F: Survey Results by Question: Next of Kin

34. The committal shelter used for the service was private, clean, and free of safety hazards.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=21783	n=3528	n=5034	n=4997	n=3030	n=5194
Strongly agree	80.83%	81.58%	82.86%	80.53%	80.79%	78.69%
Agree	17.52%	16.75%	15.81%	17.81%	17.72%	19.29%
Neither agree nor disagree	1.41%	1.42%	1.15%	1.40%	1.29%	1.73%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%
35. The cemetery honors all Veterans and their service to our nation.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=22996	n=3643	n=5340	n=5152	n=3129	n=5732
Strongly agree	83.61%	84.22%	84.44%	84.80%	83.54%	81.42%
Agree	14.89%	14.27%	14.38%	14.17%	14.96%	16.38%
Neither agree nor disagree	1.30%	1.26%	1.03%	<1%	1.28%	1.90%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%
36. There are sufficient signs within the cemetery to assist visitors.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23272	n=3674	n=5395	n=5210	n=3179	n=5814
Strongly agree	64.98%	64.48%	68.17%	66.26%	66.25%	60.49%
Agree	25.79%	25.78%	23.95%	25.05%	25.10%	28.57%
Neither agree nor disagree	5.74%	5.93%	4.78%	5.70%	5.28%	6.78%
Disagree	3.09%	3.43%	2.85%	2.69%	2.96%	3.54%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%



## Appendix F: Survey Results by Question: Next of Kin

37. The quality of service received from cemetery staff is excellent.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23376	n=3714	n=5418	n=5236	n=3208	n=5800
Strongly agree	80.09%	81.07%	82.13%	79.64%	79.18%	78.47%
Agree	16.71%	15.94%	15.34%	17.28%	17.27%	17.64%
Neither agree nor disagree	2.42%	2.40%	1.90%	2.35%	2.65%	2.84%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%
38. The national cemetery staff was courteous.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23497	n=3728	n=5460	n=5246	n=3216	n=5847
Strongly agree	83.80%	84.50%	85.22%	83.76%	82.40%	82.83%
Agree	14.33%	13.76%	13.19%	14.62%	15.42%	14.90%
Neither agree nor disagree	1.38%	1.42%	1.21%	1.20%	1.59%	1.56%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%
39. The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23424	n=3690	n=5450	n=5241	n=3204	n=5839
Strongly agree	81.68%	82.98%	83.43%	81.38%	80.49%	80.15%
Agree	15.57%	14.69%	14.37%	15.76%	16.32%	16.68%
Neither agree nor disagree	2.08%	1.92%	1.65%	2.27%	2.56%	2.14%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%

## Appendix F: Survey Results by Question: Next of Kin

40. The appearance of my loved one's gravesite/ columbaria is excellent.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=22058	n=3449	n=5212	n=4904	n=3040	n=5453
Strongly agree	79.93%	79.33%	82.94%	80.65%	79.31%	77.15%
Agree	16.91%	16.93%	14.77%	16.42%	17.40%	19.11%
Neither agree nor disagree	2.45%	2.84%	1.77%	2.47%	2.47%	2.82%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%
41. The information kiosks (i.e., gravesite locators) are helpful to me.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=20338	n=3176	n=4808	n=4542	n=2742	n=5070
Strongly agree	66.30%	67.07%	68.97%	65.96%	66.92%	63.25%
Agree	24.12%	23.21%	23.23%	24.20%	23.60%	25.74%
Neither agree nor disagree	7.99%	8.47%	6.41%	7.95%	7.99%	9.21%
Disagree	1.24%	1.04%	1.14%	1.48%	1.06%	1.34%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%
42. The overall appearance of the national cemetery is excellent.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23638	n=3741	n=5475	n=5287	n=3233	n=5902
Strongly agree	85.70%	85.99%	87.49%	87.12%	84.26%	83.36%
Agree	13.25%	12.78%	11.84%	12.14%	14.38%	15.22%
Neither agree nor disagree	<1%	1.04%	<1%	<1%	1.05%	1.15%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	0.00%	<1%	<1%	<1%	<1%

## Appendix F: Survey Results by Question: Next of Kin

43. Overall, I am satisfied with my experiences at the national cemetery.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23791	n=3766	n=5501	n=5319	n=3259	n=5946
Strongly agree	82.82%	83.40%	84.51%	83.14%	82.26%	80.91%
Agree	15.35%	14.68%	13.92%	15.21%	16.05%	16.83%
Neither agree nor disagree	1.20%	1.33%	1.00%	1.07%	1.04%	1.50%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%
44. I would recommend the cemetery to Veteran families during their time of need.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23867	n=3780	n=5526	n=5332	n=3262	n=5967
Strongly agree	86.11%	86.48%	87.40%	86.23%	85.16%	85.07%
Agree	12.89%	12.46%	11.85%	12.90%	13.83%	13.59%
Neither agree nor disagree	<1%	<1%	<1%	<1%	<1%	1.01%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%
45. I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23399	n=3697	n=5423	n=5231	n=3207	n=5841
Strongly agree	82.94%	84.07%	84.46%	82.72%	81.70%	81.72%
Agree	15.40%	14.61%	14.31%	15.50%	16.56%	16.18%
Neither agree nor disagree	1.38%	1.19%	1.09%	1.45%	1.31%	1.73%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%

## Appendix F: Survey Results by Question: Next of Kin

46. I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23709	n=3754	n=5499	n=5297	n=3247	n=5912
Strongly agree	83.71%	84.68%	85.03%	84.27%	82.38%	82.09%
Agree	14.86%	14.04%	13.84%	14.46%	15.83%	16.14%
Neither agree nor disagree	1.23%	1.15%	1.07%	1.06%	1.36%	1.52%
Disagree	<1%	<1%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	<1%	0.00%	<1%	<1%	<1%
47. My experiences with the national cemetery exceeded my expectations.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23798	n=3769	n=5511	n=5310	n=3258	n=5950
Strongly agree	71.14%	71.56%	74.71%	71.11%	69.43%	68.52%
Agree	22.46%	21.94%	20.30%	22.66%	24.19%	23.66%
Neither agree nor disagree	5.27%	5.70%	3.92%	5.18%	5.19%	6.35%
Disagree	<1%	<1%	<1%	<1%	<1%	1.04%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%
48. Have you visited a State or Tribal Veterans Cemetery?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=23425	n=3715	n=5406	n=5233	n=3202	n=5869
Yes	15.65%	15.24%	17.57%	15.02%	16.27%	14.36%
No	84.35%	84.76%	82.43%	84.98%	83.73%	85.64%

## Appendix F: Survey Results by Question: Next of Kin

49. Based on your visit, the appearance of the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=3475	n=545	n=906	n=744	n=495	n=785
Strongly agree	49.12%	51.38%	51.21%	50.00%	49.49%	44.08%
Agree	33.93%	33.76%	32.78%	34.54%	36.57%	33.12%
Neither agree nor disagree	12.81%	11.01%	11.92%	12.90%	9.49%	17.07%
Disagree	3.60%	3.67%	3.42%	2.28%	3.84%	4.84%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%
50. Based on your visit, the quality of service at the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=3320	n=521	n=870	n=713	n=468	n=748
Strongly agree	44.52%	47.22%	47.59%	45.02%	45.51%	37.97%
Agree	31.54%	32.05%	30.46%	29.59%	34.19%	32.62%
Neither agree nor disagree	20.78%	18.23%	18.39%	23.42%	17.74%	24.73%
Disagree	2.68%	2.30%	2.87%	1.68%	2.14%	4.01%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	<1%
51. The honor of being interred at a State or Tribal Veterans Cemetery is equivalent to that of being interred at a VA national cemetery.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=21174	n=3377	n=4869	n=7458	n=2915	n=5255
Strongly agree	23.79%	22.92%	25.41%	24.97%	23.74%	21.81%
Agree	19.39%	19.46%	20.25%	19.40%	19.93%	18.25%
Neither agree nor disagree	52.30%	53.04%	49.99%	52.00%	51.66%	54.60%
Disagree	3.57%	3.70%	3.41%	2.92%	3.70%	4.13%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	1.22%

## Appendix F: Survey Results by Question: Funeral Directors

### Survey Results by Question: Funeral Directors

2. How far is your funeral home from the national cemetery with which you most frequently do business?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2514	n=508	n=394	n=606	n=301	n=186
Less than 15 miles	14.08%	12.60%	14.47%	15.51%	16.94%	17.20%
15-29 miles	17.58%	22.83%	17.26%	14.52%	19.60%	14.52%
30-44 miles	16.43%	13.78%	18.78%	19.31%	13.95%	14.52%
45-59 miles	16.27%	14.17%	22.08%	18.15%	11.96%	11.29%
60 to 75 miles	16.19%	18.70%	14.72%	13.53%	14.29%	16.67%
More than 75 miles	19.45%	17.91%	12.69%	18.98%	23.26%	25.81%
3. How long has your funeral home worked with the national cemetery?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2523	n=508	n=395	n=610	n=301	n=187
Less than 1 year	1.43%	<1%	1.27%	<1%	1.99%	1.60%
1 to 4 years	5.35%	1.97%	9.37%	4.10%	5.32%	6.95%
5 to 8 years	6.14%	8.66%	8.86%	2.46%	5.32%	5.88%
9 to 12 years	8.36%	7.68%	12.91%	8.52%	5.65%	4.81%
13 years or more	73.13%	77.76%	59.75%	79.51%	76.41%	77.01%
Don't Know	5.59%	3.35%	7.85%	4.75%	5.32%	3.74%

## Appendix F: Survey Results by Question: Funeral Directors

4. Of the eligible Veteran families you serve, approximately what percent choose burial in the national cemetery?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2511	n=507	n=393	n=608	n=299	n=184
1-4%	31.22%	35.31%	27.74%	33.39%	27.76%	21.20%
5-9%	15.29%	14.40%	14.50%	15.95%	13.04%	12.50%
10-14%	11.07%	9.86%	13.49%	11.18%	10.37%	9.78%
15-24%	10.83%	10.45%	10.69%	10.03%	11.71%	13.04%
25-49%	13.02%	14.60%	14.76%	13.32%	12.71%	19.02%
50-74%	10.20%	8.68%	9.16%	9.87%	11.71%	11.96%
75-100%	8.36%	6.71%	9.67%	6.25%	12.71%	12.50%
5. How would you characterize the overall communication from the national cemetery to your funeral home?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2529	n=509	n=398	n=611	n=300	n=186
Excellent	74.14%	77.80%	80.90%	70.38%	71.00%	70.97%
Good	23.05%	19.84%	17.34%	25.86%	28.00%	25.27%
Fair	2.17%	1.77%	1.26%	3.11%	1.00%	2.69%
Poor	<1%	<1%	<1%	<1%	0.00%	1.08%
6. Do you feel that you are well informed by the national cemetery of its policies and procedures?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2519	n=508	n=396	n=609	n=298	n=184
Yes, well informed	82.57%	84.65%	87.63%	78.98%	86.58%	73.37%
Yes, somewhat well informed	16.04%	14.37%	11.87%	18.56%	12.75%	26.09%
No, not well informed	1.39%	<1%	<1%	2.46%	<1%	<1%

## Appendix F: Survey Results by Question: Funeral Directors

7. In general, of the following services, which one provides you the MOST information about national cemetery policies and procedures?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2453	n=499	n=384	n=596	n=293	n=180
VA/NCA website	43.50%	41.48%	45.83%	44.80%	50.17%	40.56%
Local newspaper/television news reports	<1%	1.00%	<1%	<1%	0.00%	<1%
Public events (e.g., parades, exhibits, speeches)	<1%	0.00%	0.00%	<1%	0.00%	0.00%
Professional associations/conventions/ meetings	8.28%	14.63%	4.69%	9.90%	4.10%	6.11%
Veterans Service Officers	12.52%	10.22%	12.76%	10.74%	12.63%	9.44%
Outreach by cemetery staff	31.84%	30.26%	34.38%	30.20%	29.01%	40.00%
Other	3.18%	2.40%	2.08%	3.86%	4.10%	3.33%
8. What national cemetery policies or procedures do you feel you could use more information about?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2541	n=509	n=397	n=612	n=301	n=187
None, I feel well informed	63.16%	61.69%	65.24%	64.05%	63.12%	59.36%
Eligibility requirements for burial in a national cemetery	11.26%	12.77%	12.09%	11.27%	6.31%	10.70%
Scheduling process	12.40%	13.95%	9.82%	11.93%	11.30%	11.23%
Military funeral honors	7.52%	7.07%	8.06%	6.21%	10.63%	10.70%
Presidential Memorial Certificates	8.34%	7.47%	8.56%	8.99%	8.31%	8.56%
Floral policy	6.18%	3.93%	7.81%	7.03%	7.97%	7.49%
Headstone, marker, or columbarium niche cover inscription options	8.19%	8.45%	7.30%	9.97%	9.97%	10.16%



## Appendix F: Survey Results by Question: Funeral Directors

9. What is the best way for the national cemetery to communicate with your funeral home regarding changes in its policies and procedures?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2441	n=497	n=383	n=592	n=292	n=173
Phone	13.81%	14.29%	13.58%	11.49%	11.64%	8.67%
Fax	6.15%	8.05%	6.01%	6.76%	2.05%	2.89%
Letter	23.43%	21.73%	22.72%	23.48%	27.05%	22.54%
Email	51.21%	50.91%	49.61%	54.56%	54.79%	61.85%
VA/NCA Website	3.15%	2.62%	5.22%	2.03%	2.74%	2.31%
Newsletter or flyer	2.25%	2.41%	2.87%	1.69%	1.71%	1.73%
10. Overall, how satisfied are you with the communication between your funeral home and the national cemetery?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2506	n=504	n=398	n=604	n=297	n=184
Very satisfied	81.76%	83.53%	86.68%	79.80%	84.51%	76.63%
Somewhat satisfied	14.29%	13.69%	11.31%	14.07%	13.13%	16.85%
Neither satisfied nor dissatisfied	2.63%	1.98%	1.76%	3.81%	1.68%	3.80%
Somewhat dissatisfied	<1%	<1%	0.00%	1.99%	<1%	1.63%
Very dissatisfied	<1%	<1%	<1%	<1%	0.00%	1.09%
11. Overall, how would you compare the level of service you receive from the national cemetery with the level of service you receive from private cemeteries?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2509	n=508	n=394	n=608	n=298	n=184
Superior to private cemeteries	35.87%	37.99%	42.64%	29.11%	39.60%	32.07%
Better than private cemeteries	34.08%	35.43%	34.26%	34.05%	35.23%	32.61%
About the same	27.94%	24.61%	22.59%	33.22%	24.16%	32.07%
Worse than private cemeteries	1.79%	1.77%	<1%	2.96%	1.01%	3.26%
Much worse than private cemeteries	<1%	<1%	<1%	<1%	0.00%	0.00%

## Appendix F: Survey Results by Question: Funeral Directors

12. Do you understand the eligibility requirements for burial in a national cemetery, including eligibility for National Guard, Reservists, and Veteran dependents?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2520	n=510	n=394	n=608	n=299	n=186
Yes	86.39%	86.27%	88.32%	84.87%	89.63%	78.49%
No	13.61%	13.73%	11.68%	15.13%	10.37%	21.51%
13. Are you aware there are resources available for Funeral Directors on the NCA website?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2504	n=503	n=389	n=609	n=299	n=185
Yes	70.65%	72.76%	72.75%	70.61%	70.23%	65.95%
No	29.35%	27.24%	27.25%	29.39%	29.77%	34.05%
14. Are you aware that the Funeral Director resources on the NCA website have links to the NCA videos illustrating different committal service options at VA national cemeteries?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=1731	n=359	n=279	n=422	n=208	n=117
Yes	74.81%	74.93%	78.49%	72.27%	70.19%	75.21%
No	25.19%	25.07%	21.51%	27.73%	29.81%	24.79%
15. Do you find the NCA videos illustrating committal services useful in explaining to a family what to expect when scheduling a service at a VA national cemetery?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=777	n=155	n=137	n=166	n=97	n=49
Yes	92.28%	94.19%	94.89%	89.76%	91.75%	91.84%
No	7.72%	5.81%	5.11%	10.24%	8.25%	8.16%

## Appendix F: Survey Results by Question: Funeral Directors

16. Would you find it useful to have CD copies of NCA videos illustrating committal services to give to families?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=1726	n=359	n=279	n=421	n=205	n=117
Yes	41.77%	37.60%	49.82%	33.02%	42.44%	42.74%
No	58.23%	62.40%	50.18%	66.98%	57.56%	57.26%
17. Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of kin?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2509	n=506	n=394	n=605	n=301	n=185
Yes	92.27%	91.50%	92.89%	92.73%	94.02%	90.81%
No	7.73%	8.50%	7.11%	7.27%	5.98%	9.19%
18. How easy is the process of scheduling an interment at the national cemetery?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2513	n=507	n=394	n=606	n=301	n=185
Very easy	49.86%	51.48%	53.81%	43.23%	51.50%	48.65%
Somewhat easy	34.98%	35.70%	35.28%	38.78%	31.89%	34.05%
Neither easy nor hard	8.75%	6.71%	8.12%	9.24%	10.63%	7.03%
Somewhat hard	5.17%	5.33%	2.28%	6.27%	5.32%	8.65%
Very hard	1.23%	<1%	<1%	2.48%	<1%	1.62%

## Appendix F: Survey Results by Question: Funeral Directors

19. How long does it typically take to confirm the scheduling of an interment with the National Cemetery Scheduling Office?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2495	n=502	n=392	n=604	n=298	n=181
Less than 1 hour	51.50%	53.98%	57.40%	48.51%	51.68%	54.14%
1 to 2 hours	30.10%	26.89%	29.85%	32.78%	29.53%	34.81%
3 to 4 hours	7.70%	8.37%	6.63%	8.61%	7.05%	3.87%
5 to 8 hours	3.13%	2.59%	2.30%	4.30%	2.68%	1.10%
1 to 2 days	6.25%	5.98%	3.83%	5.30%	7.72%	4.97%
More than 2 days	1.32%	2.19%	0.00%	<1%	1.34%	1.10%
20. Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2510	n=504	n=394	n=606	n=300	n=185
Very satisfied	54.06%	58.33%	59.90%	46.86%	54.00%	47.57%
Somewhat satisfied	30.00%	26.39%	30.20%	33.99%	27.33%	29.19%
Neither satisfied nor dissatisfied	7.93%	7.14%	5.84%	8.75%	8.00%	11.35%
Somewhat dissatisfied	6.41%	7.34%	3.05%	8.25%	9.00%	8.11%
Very dissatisfied	1.59%	<1%	1.02%	2.15%	1.67%	3.78%
21. During committal services, how often do you receive the support you need from cemetery staff?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2511	n=504	n=394	n=607	n=301	n=186
Always	83.51%	88.29%	85.03%	81.88%	83.06%	79.03%
For the most part	14.46%	10.12%	12.69%	16.31%	15.28%	18.28%
Occasionally	1.63%	<1%	1.78%	1.65%	1.66%	1.61%
Never	<1%	<1%	<1%	<1%	0.00%	1.08%

## Appendix F: Survey Results by Question: Funeral Directors

22. Generally, how often do committal services at the national cemetery start on time?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2510	n=504	n=394	n=607	n=301	n=185
Always	71.24%	61.11%	74.37%	68.86%	78.74%	72.97%
For the most part	27.69%	38.10%	24.87%	30.15%	21.26%	26.49%
Occasionally	<1%	<1%	<1%	<1%	0.00%	<1%
Never	<1%	0.00%	0.00%	0.00%	0.00%	0.00%
23. If you are delayed in arriving at the national cemetery for a scheduled service, how successful is the cemetery in adjusting the schedule to accommodate the family?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=1469	n=303	n=244	n=326	n=174	n=103
Very successful	67.46%	73.93%	74.18%	59.20%	69.54%	63.11%
Somewhat successful	25.80%	21.12%	21.72%	32.52%	23.56%	27.18%
Neither successful nor unsuccessful	4.70%	3.30%	2.87%	5.52%	4.60%	5.83%
Somewhat unsuccessful	1.57%	1.32%	<1%	1.53%	2.30%	3.88%
Very unsuccessful	<1%	<1%	<1%	1.23%	0.00%	0.00%
24. How easy is it to schedule military honors at the national cemetery?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2436	n=493	n=386	n=598	n=289	n=182
Very easy	62.81%	65.72%	63.73%	61.04%	56.75%	56.04%
Somewhat easy	27.05%	25.56%	25.91%	27.59%	29.07%	32.97%
Neither easy nor hard	6.65%	6.49%	8.29%	5.69%	9.34%	7.14%
Somewhat hard	3.04%	2.03%	2.07%	4.85%	4.15%	3.30%
Very hard	<1%	<1%	0.00%	<1%	<1%	<1%

## Appendix F: Survey Results by Question: Funeral Directors

25. To what extent is the quality of military honors acceptable?	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2379	n=484	n=376	n=583	n=285	n=178
Very acceptable	87.60%	87.40%	85.64%	89.71%	83.86%	88.20%
Somewhat acceptable	11.10%	11.16%	12.50%	9.09%	15.44%	10.67%
Neither acceptable or unacceptable	<1%	1.03%	1.33%	<1%	<1%	<1%
Somewhat unacceptable	<1%	<1%	<1%	<1%	0.00%	<1%
Very unacceptable	<1%	<1%	0.00%	0.00%	0.00%	0.00%
26. The upkeep of the headstones, markers, or columbarium niche covers is excellent.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2428	n=492	n=383	n=595	n=294	n=172
Strongly agree	78.01%	78.86%	80.42%	79.50%	80.95%	73.84%
Agree	20.72%	19.92%	18.80%	19.16%	18.37%	25.00%
Neither agree nor disagree	1.19%	1.22%	<1%	1.34%	<1%	1.16%
Disagree	<1%	0.00%	0.00%	0.00%	0.00%	0.00%
Strongly disagree	<1%	0.00%	0.00%	0.00%	0.00%	0.00%
27. The committal shelter used for the service was private, clean, and free of safety hazards.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2482	n=500	n=394	n=601	n=299	n=177
Strongly agree	77.76%	76.20%	80.20%	76.71%	84.28%	74.58%
Agree	20.83%	22.60%	18.27%	21.13%	14.72%	23.73%
Neither agree nor disagree	1.21%	1.00%	1.27%	2.16%	<1%	1.13%
Disagree	<1%	<1%	<1%	0.00%	0.00%	<1%
Strongly disagree	<1%	0.00%	0.00%	0.00%	<1%	0.00%

## Appendix F: Survey Results by Question: Funeral Directors

28. The cemetery honors all Veterans and their service to our nation.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2482	n=500	n=390	n=601	n=298	n=182
Strongly agree	82.88%	83.80%	84.36%	84.36%	84.56%	81.32%
Agree	15.95%	15.80%	14.62%	14.48%	12.08%	17.58%
Neither agree nor disagree	<1%	0.00%	<1%	<1%	3.02%	1.10%
Disagree	<1%	<1%	<1%	<1%	0.00%	0.00%
Strongly disagree	<1%	0.00%	<1%	0.00%	<1%	0.00%
29. There are sufficient signs within the cemetery to assist visitors.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2467	n=502	n=388	n=598	n=293	n=176
Strongly agree	68.38%	70.12%	71.39%	68.06%	70.65%	60.80%
Agree	26.87%	26.29%	25.26%	27.09%	22.53%	29.55%
Neither agree nor disagree	3.04%	1.99%	2.58%	3.18%	4.44%	5.68%
Disagree	1.50%	1.59%	<1%	1.67%	1.71%	3.98%
Strongly disagree	<1%	0.00%	<1%	0.00%	<1%	0.00%
30. The quality of service received from cemetery staff is excellent.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2498	n=506	n=392	n=605	n=299	n=183
Strongly agree	75.26%	76.68%	77.55%	74.88%	76.59%	73.22%
Agree	21.90%	21.34%	19.64%	21.16%	20.07%	25.14%
Neither agree nor disagree	2.32%	1.98%	2.81%	3.14%	3.01%	0.00%
Disagree	<1%	0.00%	0.00%	<1%	0.00%	1.09%
Strongly disagree	<1%	0.00%	0.00%	<1%	<1%	<1%

## Appendix F: Survey Results by Question: Funeral Directors

31. The national cemetery staff was courteous.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2497	n=506	n=392	n=605	n=299	n=182
Strongly agree	77.17%	80.04%	78.83%	74.21%	78.26%	77.47%
Agree	19.74%	18.97%	17.09%	21.65%	18.06%	17.03%
Neither agree nor disagree	2.60%	<1%	3.57%	3.47%	3.34%	4.95%
Disagree	<1%	<1%	<1%	<1%	0.00%	<1%
Strongly disagree	<1%	0.00%	0.00%	<1%	<1%	0.00%
32. The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2494	n=504	n=393	n=604	n=298	n=184
Strongly agree	77.19%	79.76%	79.39%	75.33%	79.53%	73.91%
Agree	20.57%	19.84%	18.07%	21.52%	17.45%	22.83%
Neither agree nor disagree	1.92%	<1%	2.29%	2.32%	2.68%	3.26%
Disagree	<1%	0.00%	<1%	<1%	0.00%	0.00%
Strongly disagree	<1%	0.00%	0.00%	<1%	<1%	0.00%
33. The National Cemetery Scheduling Office's hours of operation meet my needs for scheduling services.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2493	n=503	n=394	n=605	n=297	n=183
Strongly agree	64.46%	64.81%	68.53%	59.83%	67.34%	63.39%
Agree	27.84%	30.02%	26.40%	29.92%	23.91%	25.14%
Neither agree nor disagree	5.42%	3.38%	4.06%	7.11%	5.05%	7.65%
Disagree	1.76%	1.59%	<1%	2.31%	3.03%	2.73%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	1.09%



## Appendix F: Survey Results by Question: Funeral Directors

34. The information kiosks (i.e., gravesite locators) are helpful to me.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=1871	n=367	n=293	n=428	n=229	n=133
Strongly agree	59.54%	58.31%	60.41%	58.64%	65.07%	60.15%
Agree	25.07%	25.34%	25.60%	23.13%	21.40%	24.81%
Neither agree nor disagree	14.80%	16.08%	13.65%	17.52%	12.66%	12.03%
Disagree	<1%	<1%	<1%	<1%	<1%	1.50%
Strongly disagree	<1%	0.00%	0.00%	0.00%	0.00%	1.50%
35. The overall appearance of the national cemetery is excellent.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2487	n=502	n=392	n=600	n=299	n=183
Strongly agree	81.91%	82.67%	82.91%	82.50%	84.62%	80.33%
Agree	17.13%	16.73%	16.33%	16.17%	14.05%	19.13%
Neither agree nor disagree	<1%	<1%	<1%	1.17%	<1%	<1%
Disagree	<1%	0.00%	0.00%	<1%	<1%	0.00%
Strongly disagree	<1%	0.00%	0.00%	0.00%	<1%	0.00%
36. Overall, I am satisfied with my experiences at the national cemetery.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2497	n=503	n=393	n=607	n=299	n=182
Strongly agree	76.37%	78.33%	79.64%	73.15%	80.60%	74.18%
Agree	21.87%	21.27%	19.08%	23.23%	18.06%	24.18%
Neither agree nor disagree	1.40%	<1%	1.27%	2.97%	1.00%	1.65%
Disagree	<1%	0.00%	0.00%	<1%	0.00%	0.00%
Strongly disagree	<1%	0.00%	0.00%	<1%	<1%	0.00%

## Appendix F: Survey Results by Question: Funeral Directors

37. I would recommend the cemetery to Veteran families during their time of need.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2492	n=505	n=393	n=603	n=298	n=183
Strongly agree	79.57%	79.21%	84.73%	75.79%	82.89%	83.61%
Agree	17.82%	18.81%	12.72%	20.23%	14.43%	14.21%
Neither agree nor disagree	2.21%	1.78%	1.78%	3.65%	2.35%	1.64%
Disagree	<1%	0.00%	<1%	0.00%	0.00%	<1%
Strongly disagree	<1%	<1%	<1%	<1%	<1%	0.00%
38. I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2496	n=505	n=394	n=602	n=298	n=184
Strongly agree	76.60%	76.04%	78.17%	76.25%	79.19%	76.09%
Agree	20.35%	21.19%	19.29%	20.43%	17.79%	20.11%
Neither agree nor disagree	2.60%	2.57%	1.78%	3.32%	2.35%	3.26%
Disagree	<1%	0.00%	<1%	0.00%	<1%	0.00%
Strongly disagree	<1%	<1%	<1%	0.00%	<1%	<1%
39. I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2479	n=502	n=394	n=599	n=294	n=183
Strongly agree	77.61%	76.69%	79.44%	77.80%	80.61%	77.05%
Agree	20.41%	21.31%	19.04%	20.20%	17.01%	21.86%
Neither agree nor disagree	1.69%	1.99%	1.02%	1.84%	1.70%	<1%
Disagree	<1%	0.00%	<1%	<1%	<1%	<1%
Strongly disagree	<1%	0.00%	<1%	0.00%	<1%	0.00%

## Appendix F: Survey Results by Question: Funeral Directors

40. My experiences with the national cemetery exceeded my expectations.	NCA	North Atlantic	Southeast	Midwest	Continental	Pacific
	n=2497	n=504	n=393	n=607	n=298	n=184
Strongly agree	60.31%	59.92%	62.34%	56.84%	66.11%	57.07%
Agree	30.04%	30.75%	30.03%	31.30%	23.83%	28.80%
Neither agree nor disagree	8.65%	8.93%	7.12%	10.21%	9.06%	13.59%
Disagree	<1%	<1%	<1%	1.32%	<1%	<1%
Strongly disagree	<1%	0.00%	<1%	<1%	<1%	0.00%